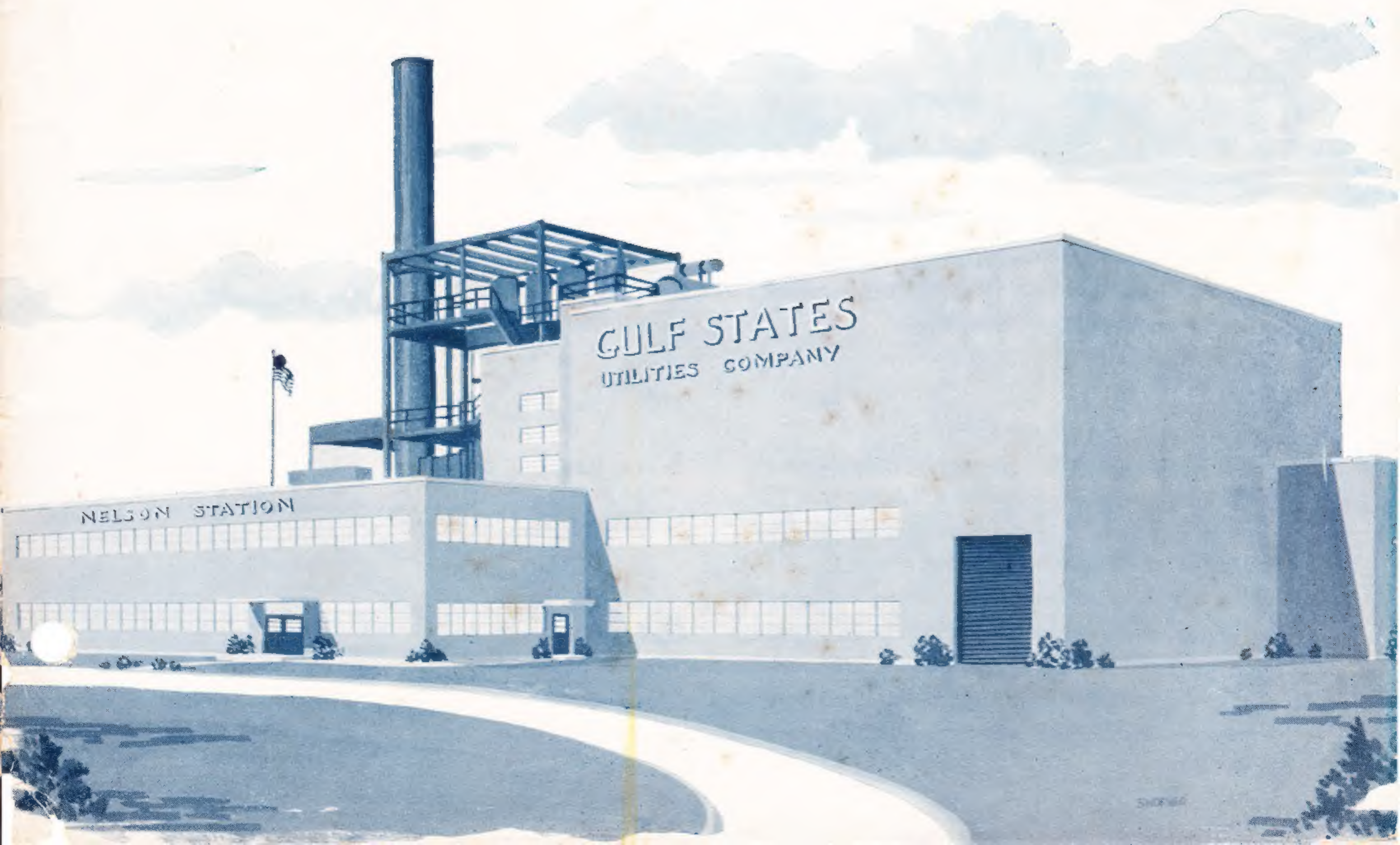


PLAIN TALKS

JANUARY 1952



THE SPIRIT OF GULF STATERS

Folks perennially look for New Years to usher in something new, and traditionally many of us make resolutions to help the cause along. That makes for progress and development and is a desirable optimism. But New Years also have a way of repeating themselves—and that, in many respects, can be good, too.

Reviewing past volumes of Plain Talks as the 1951 volume joins its antecedents, reminds us that one of the good things that happily recurs is how, year after year, the names of Gulf Staters keep appearing in recognition of participation in their respective community affairs.

An example is seen in this issue. There's C. H. Meeks of Orange, honored by the local Optimist Club as the city's most optimistic citizen in 1951—a tribute, really, for outstanding service to his fellowmen. There's Lloyd Brannan, of Silsbee; Connie Winborn and Charlie Boring, Navasota; Harry Rafferty, Randy McAlpine, Marcel Elissalde, Fred Tenholder and Bill Buckley, Beaumont, to name a few—all joining in with some activity designed for the betterment of the place they call "my home town."

Gulf Staters have built a fine reputation for this sort of thing. Accepting community responsibilities has, like furnishing dependable electric service, become synonymous with Gulf States. Wherever Gulf States is, Gulf Staters are an active, integral part of that community. Wherever they are, Gulf Staters and their families can be found not only working but also leading in P. T. A., school and church work, Boy and Girl Scout movements, Chamber of Commerce activities, civic clubs, charitable organizations and in lodges and social clubs that cement people into friendly groups—groups that are the nucleus of friendly and progressive towns and cities.

The individuals that are Gulf States the organization, are proud of their part in their community life. The things that the Bob Cruises, Mary Lilyerstoms, Charles Garys and Bill Goffs do reflect to the honor of the organization. What one cannot do, another may do well, and it takes many hands with many talents to do the things required in a conscientious community. Above all it takes a generous heart and a desire to lend a hand for the general good. That, Gulf Staters have shown themselves to have. That, we are glad, each succeeding year repeats and in ever growing volume.



*A magazine for employees of
Gulf States Utilities Company*

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OUR COVER

Plain Talk's cover is an artist's conception of Nelson Station, Gulf States' newest power plant development. This generating station be located just west of Scott, Louisiana, have an initial capability of 66,000 kilowatts when it is completed sometime during the spring of 1954. This, the fourth major station in our system, was named in honor of President Roy S. Nelson.

G S U Construction In 1951

APPROXIMATELY \$20,500,000
SPENT BUILDING GULF STATES
BIGGER AND BETTER IN 1951

Gulf States' long range expansion program advanced another step toward completion with the close of 1951. This year marked the sixth year of steady building to provide the ever increasing amounts of electric power required by homes, farms, businesses and industries in the area served by Gulf States. The presently approved program is scheduled for completion in 1954.

Approximately \$20,500,000 were spent during the past year for the many types of facilities needed to make and distribute the millions of kilowatt hours used to speed and lighten the multitudinous jobs performed throughout the territory. It was not the biggest construction year for Gulf States but when the millions of dollars spent are converted into buildings, turbines, lines and substations it increases appreciably the strength and capability of our system.

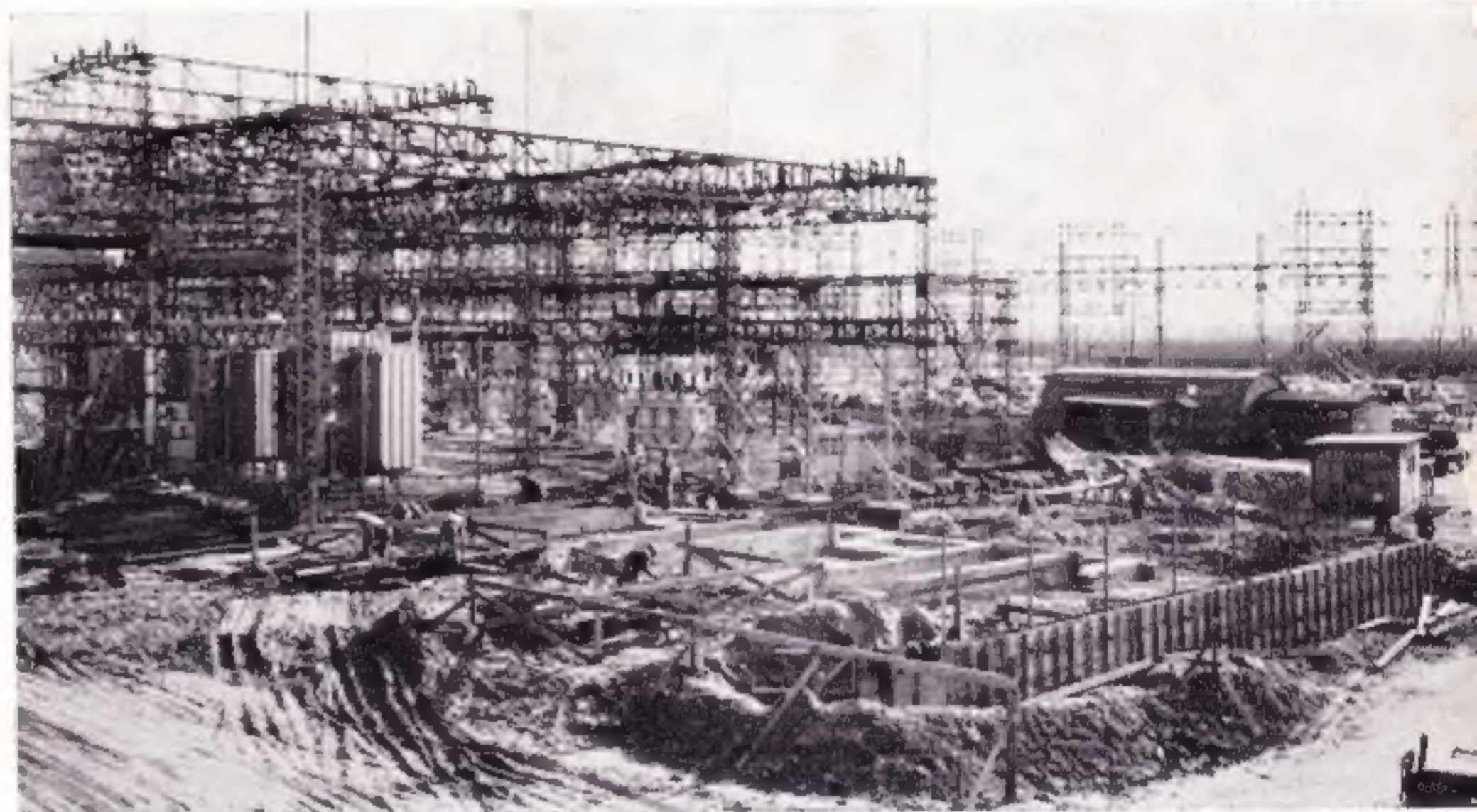
Chief among the projects completed during the year was Unit No. 5 at Neches Station. Putting this 66,000 kilowatt turbo-generator into commercial operation March 17, increased the station's capability to 198,000 kilowatts and boosted the systems' capability past the half million mark. Work was not completed on this unit, however, before another one exactly like it was begun. This unit is scheduled for completion during the coming summer.

Another power plant job was finished at Baton Rouge's Louisiana Station when a 15,000 kw non-condensing unit was placed in operation during October. This addition will firm up the steam supply for two large industrial customers located close to the station, the Esso Standard Refinery and the Ethyl Corporation, and also will firm up the station electrical capacity.

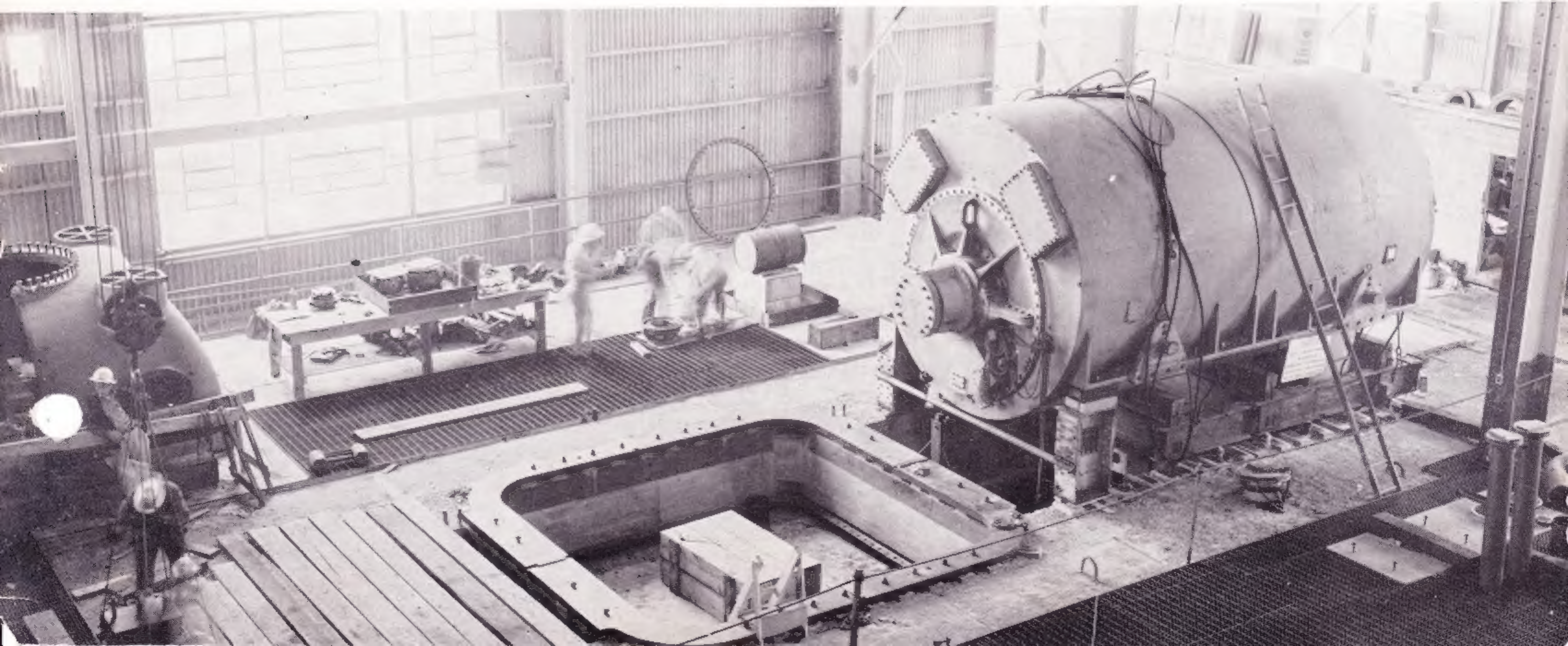
Construction of an entirely new power plant having initial capacity of 66,000 kilowatts was announced during 1951. This plant, to be located near Scott, Louisiana, and named Nelson Station in honor of President Roy Nelson,

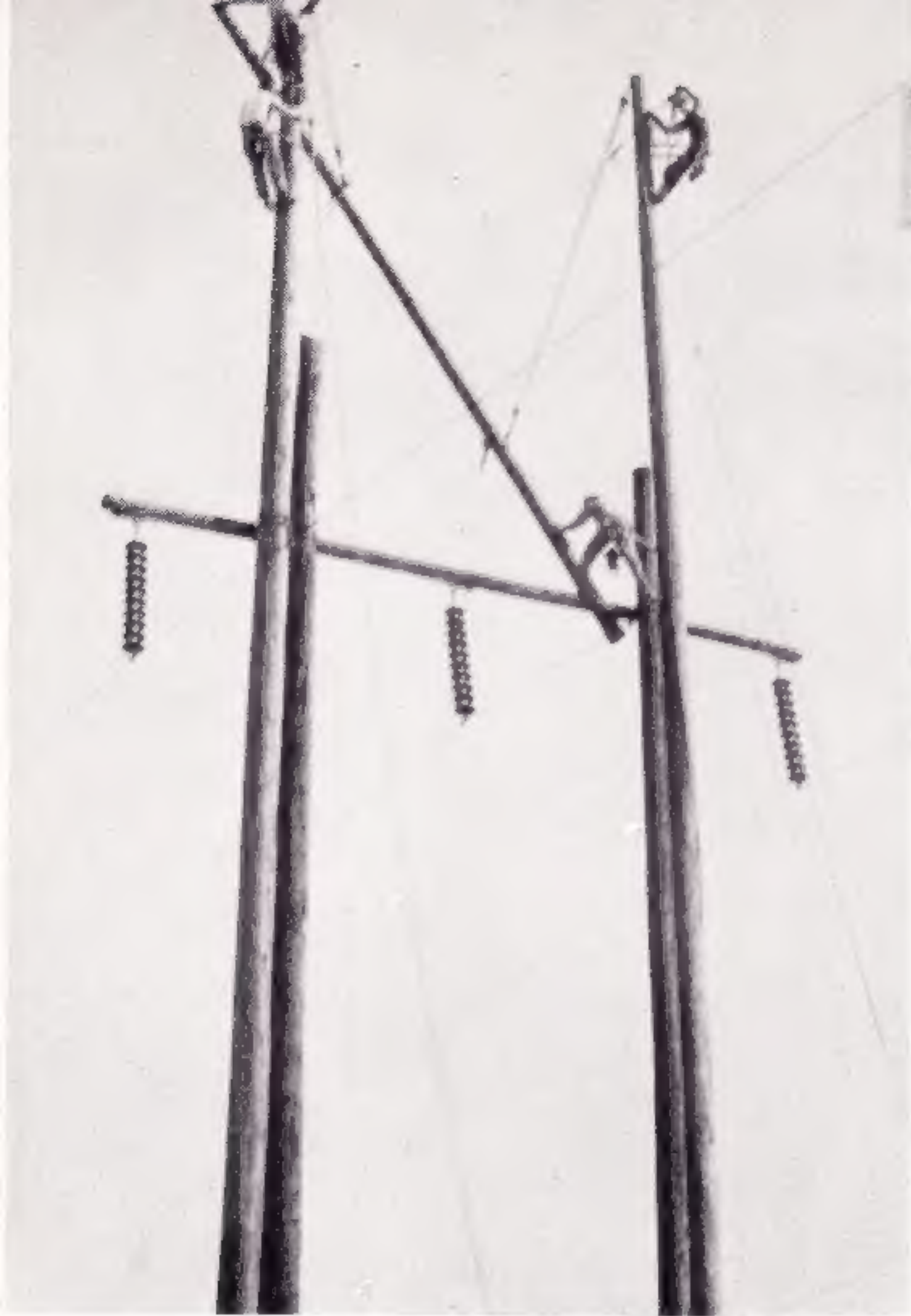


Workmen at Neches install duct work (above) for No. 6 unit's forced and induced boiler fans as others (below) build a bay for a 75,000 kva 69 kv transformer bank.



Neches No. 6 generator unit (below) rests on blocks until the installation of turbine parts permit permanent placement on its foundation.





On the GSU-LP&L interconnection job, Linemen Stevens, Minor, Gordon and Baldin raise the 138 kv line almost 80 feet over the Port Allen No. 2 substation site.



Scenes like this Lake Charles project were also witnessed at Baton Rouge and Beaumont as overhead wires were put underground to better serve increasing downtown loads.

will not begin to take shape until later in this year, but some preliminary work essential to the actual construction was begun in the closing days of December.

Next in importance in the construction program was the building of high voltage transmission lines, low voltage distribution facilities and some underground work in three of the larger cities. These lines can be likened to the highways, roads and streets traversing our nation. The power produced at the several generating plants could be used by only a few local industries if it were not for the many miles of hi-lines and feeder lines carrying the kilowatts to the almost 300 cities, towns and communities served by our company.

The biggest line job completed during the year was the 138,000 volt transmission line from Dayton to Navasota. The Dayton-Conroe section was energized in January and the last section was placed in service during May. This completes the big "backbone" line, started in 1947, which now extends 320 miles across the system from Baton Rouge to Navasota.

From the standpoint of our supply and voltage improvement, another big project was the Beaumont-Woodville line. Constructed for 138 kv operation, it was made hot at 69 kv during September. An extension of this line, from Doucette to Corrigan is complete but not yet in operation.

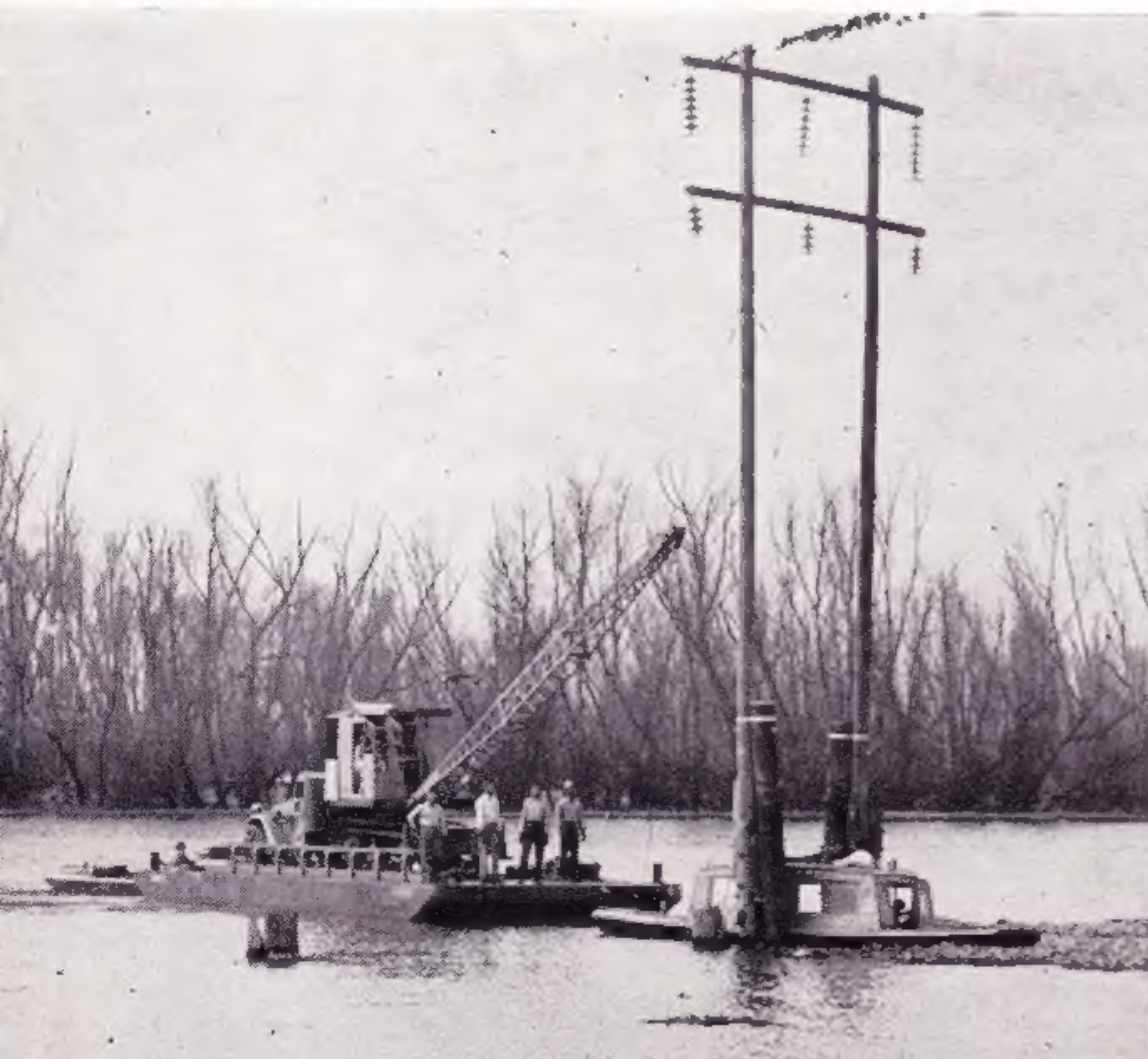
Still another 69 kv line was placed in operation from Huntsville to Trinity, and a short section of 69 kv line was constructed to connect our facilities to those of a line leased from a governmental agency in order to serve the Rubber Reserve at Lake Charles. An existing line from Riverside Station to DeQuincy was converted, in part, and a new section built so that a direct 69 kv line would be available for transmission of power to the DeQuincy-DeRidder area.

A big expense item is maintenance of thousands of miles of lines in all kinds of terrain. Such a job is the restubbing of a section of the 69 kv Baton Rouge-Lafayette line in the Atchafalaya Swamp (bottom left). Lines in the Navasota division frequently run through heavy forests, requiring costly clearing. A typical clearing job (bottom right) is seen in the last section of the 138 kv line to Navasota.

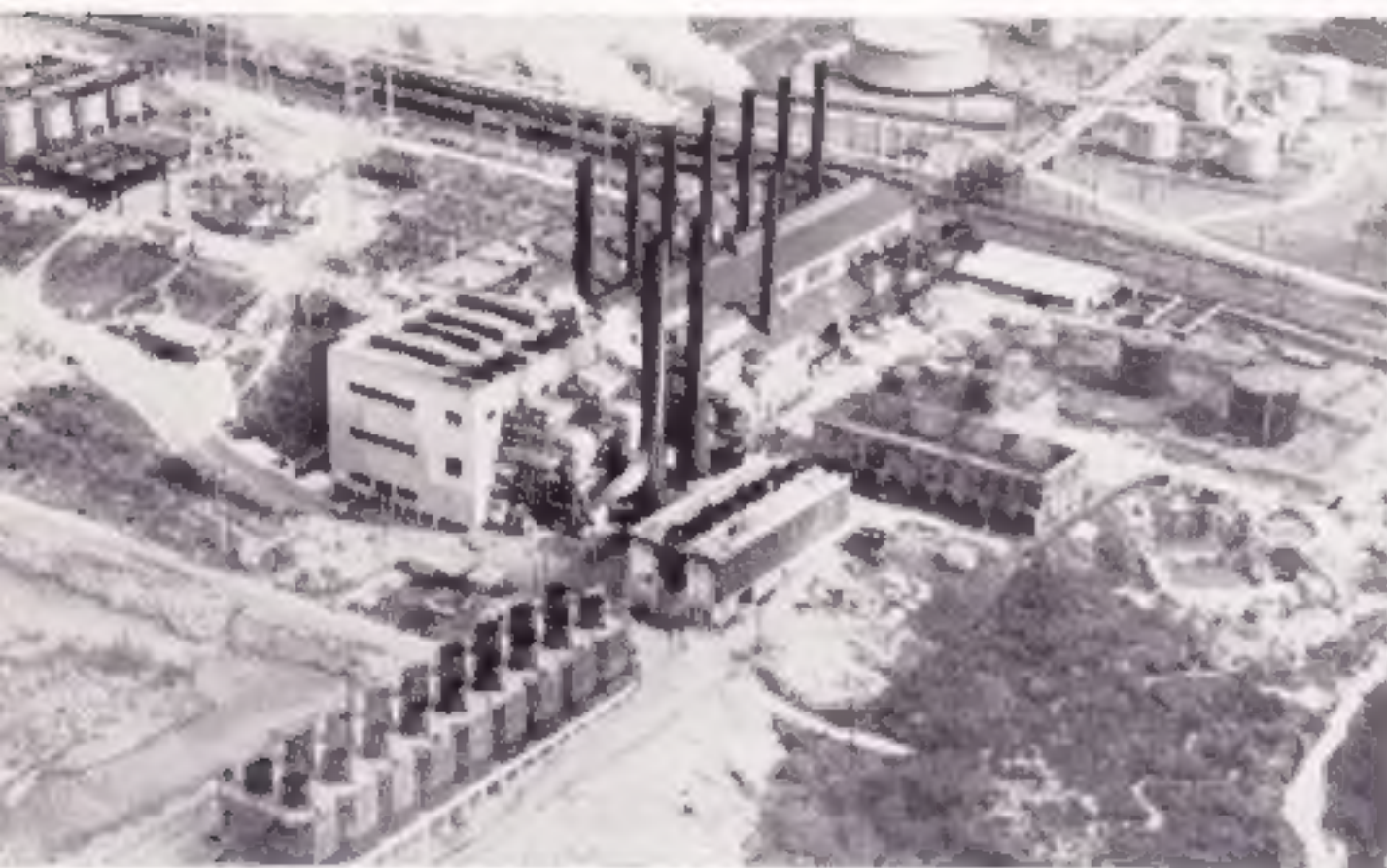
Work on three important transmission interconnections with neighboring electric companies was begun during the year through Lafayette, Port Allen and Dayton. The Lafayette tie will interconnect GSU with Louisiana Power & Light Company and Central Louisiana Electric Company and the Port Allen tie will tie in LP & L's system again. The Dayton job will provide an interchange with Houston Lighting & Power Company. The latter two projects will be ready for use in 1952 but the Lafayette tie will not be ready until 1953.

To provide the ever-growing area of metropolitan Beaumont with adequate amounts of power through facilities that will relay power from more than one source in case of emergency, approximately 15 miles of 34.5 kv transmission line were built in and around the west end of the city. To extend the area covered by the 34.5 kv transmission loop, seven 3,000 kva distribution substations located at strategic points in the city have been added to the loop. Some 40 miles of feeder circuits were installed as part of this project.

An interesting and important type of power distribution work begun in the past few years in the three major metropolitan areas has been installation of underground feeder lines and vaults. These facilities are necessary to feed the many important downtown loads, which because of the increased use of electric power for lighting, air conditioning and other general business purposes, have grown too large to be served by already overcrowded overhead services. Some work was done in Baton Rouge, which has had underground facilities for a number of years, but the greater portion was in Beaumont and Lake Charles where ultimately about \$2,500,000 will be invested in subsurface equipment.



Other jobs throughout the system that added new loads or bolstered the service generally were: Rebuilding Kolbs substation at Port Arthur to add capacity for this constantly growing section; cross-towers over the Intracoastal Canal south of Port Arthur; new line and substation to serve Port Acres and connect to the new Koppers plant nearby; a 34.5 kv, 8.5 mile line from Sharp Station to Lockhart, Louisiana; numerous substations and many miles of distribution lines and general line and substation improvements.



Modern new office buildings, necessary to handle the normal company business in these towns and also to display electrical merchandise and the modern all-electric kitchens promoted by the company, were built or remodeled at Dayton, Navasota, Conroe and Lafayette. Service buildings were built or remodeled at Navasota, Lafayette, Liberty and Lake Charles, each point being a division or important district office.

All told, \$20,500,000 invested in the latest, most efficient equipment and materials needed for the particular job involved goes a long way to providing the dependable type of electric service that has become synonymous with Gulf States throughout the 27,500 square miles of territory we serve in Texas and Louisiana.

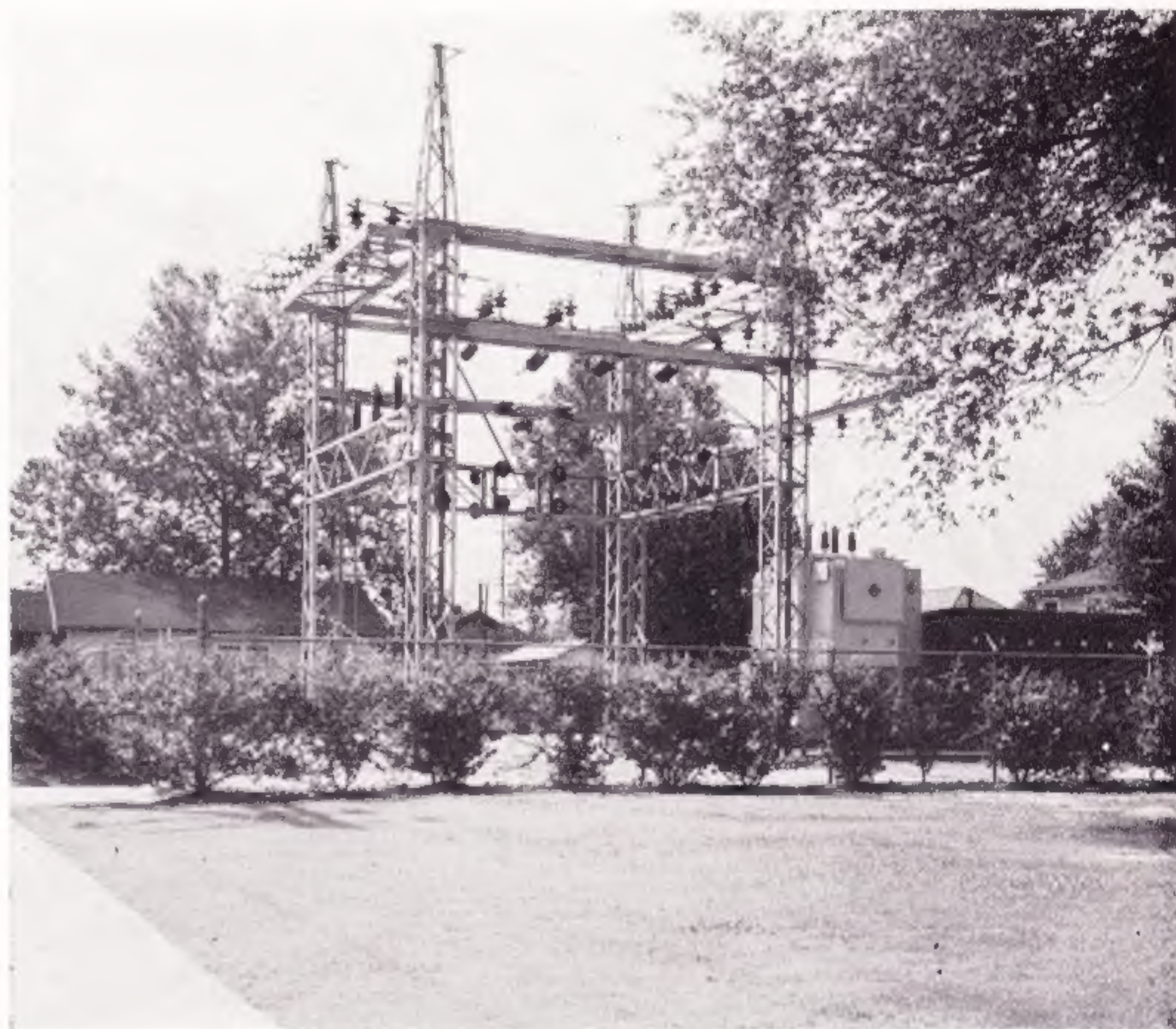
A 15,000 kw non-condensing unit was added to Louisiana Station (left), our biggest power plant.



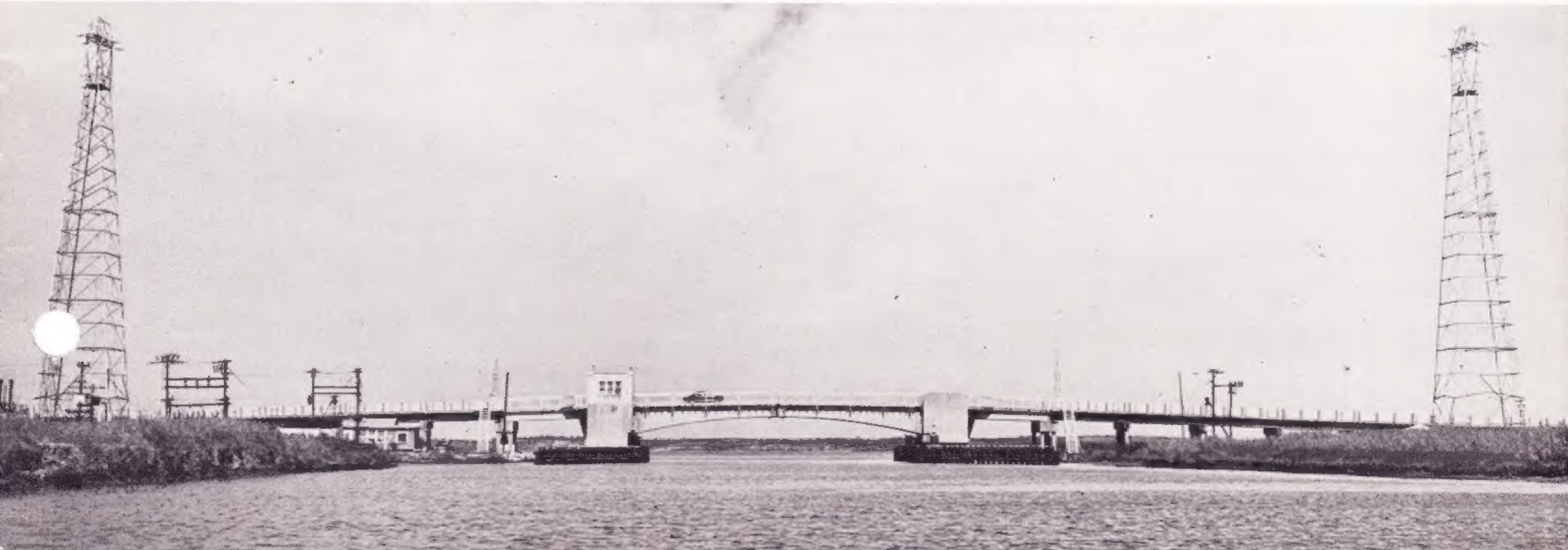
Mother nature's icy fingers did much damage to Navasota division lines last February. This Huntsville picture was typical of conditions elsewhere in the division.



Lightning, like ice, is a hazard to power lines and causes expensive burn-downs. Lake Charles linemen (left) restore the 69 kv De Ridder lines after lightning damage. Part of a new 34.5 kv loop around Beaumont is the landscaped unit type Lawson substation (right).



Ships, too, can damage power lines crossing waterways underground. Crossing towers such as these built over the intracoastal canal below Port Arthur last year raise lines to a safe height.





Traveling In Gulf States

Lake Charles Division

"Near to the bank of the river, o'ershadowed by oaks, from whose branches Garlands of Spanish moss and mystic mistletoe flaunted,--"

HENRY W. LONGFELLOW'S *Evangeline*

To most Americans, thoughts of Southwest Louisiana bring to mind the tranquil country along the historic and picturesque bayou Teche. Most of us know this country as the locale of Longfellow's poem *Evangeline*, for it is here that the Acadians first landed after being exiled from Nova Scotia in their efforts to escape objectional religious limitations.

We as Gulf Staters know Southwest Louisiana as the territory of our Lake Charles Division. It stretches from the Sabine River on the West, across the vast agricultural and manufacturing areas to Weeks Island on the East, and from Kinder to the North to the Gulf of Mexico on the South. Here we serve one of the most interesting and important regions in our nation.

Now third largest in number of Gulf States' customers, the Lake Charles Division, with its four booming districts, is the fastest growing division in the system.

We are amazed by the robust activity and industry on every

hand. The many mills, factories and manufacturing enterprises startle the imagination.

Oil, cattle and agriculture are the region's major interests. The many oil fields and refineries, with their ceaseless operations, well represent the petroleum industry. Here, too, is found the center of the State's cattle raising industry and the largest rice growing region in the country. Highly diversified agriculturally, sweet potatoes, corn, cotton, sugar cane, feed crops, poultry and dairy products are some of the basic revenue products. Timber and naval stores are still important items as the many sawmills sprinkled throughout this area will verify.

The Gulf States record in serving this area, so vital to the national economy and to the defense effort of our nation, is one of dependable public service. We anticipate even greater strides of growth in the future—for this region and for ourselves.



All except the most indifferent traveler in Southern Louisiana is infused with the aura of the romantic and historic background of this lovely section. Actually there is much here that is anachronistic. A comparison of the pictures on this page with those following illustrate the point.

A typical ante-bellum home, the Acadian House Museum near St. Martinville (top right) is reputed to have been the home of Louis Arceneaux, the prototype of Gabriel in Longfellow's immortal poem, *Evangeline*.

Amidst a setting of beautiful camellias and azaleas for which this section is famed, the Evangeline of the poem can be seen (top left) the form of a statue seated in the stillness of an old churchyard in St. Martinville.

Many of the ways of life of the early Creoles have been handed down and are commonplace. The buggies of yesteryear are still a popular vehicle in the Lafayette area as this scene (right) near the cathedral in Lafayette shows.

An old sport, sulky racing, (bottom left) regularly attracts hundreds of spectators on balmy Sunday afternoons.

The many bayous and streams, as well as the gulf, make this area a fisherman's paradise. Surrounded by pirogues and bateaux, a common mode of water travel in the bayou country, a lone fisherman (bottom right) enjoys the real Louisianian's favorite outdoor pastime.





Traveling In Gulf States . . .



Lake Charles (top left), a mushrooming Southwest Louisiana city, is the headquarters city of our Lake Charles Division and the seat of commerce of this region of the state. It was originally a sawmill center but has outgrown the fondest expectations of its city fathers.



The new \$12,000,000 bridge spanning the Calcasieu (above) is one of the late modern additions which Lake Charles can boast.

The deep water facilities of the Port of Lake Charles (left) along with the industry and natural resources of this region, have made it one of the more important ports of the Gulf Coast area.

In recent years the petroleum industry has established recycling plants such as the Stanolind Oil and Gas Company's South Jennings Plant (below) where natural gases are pumped back into wells or pipe lines after the extraction of wet gas and hydrocarbons.

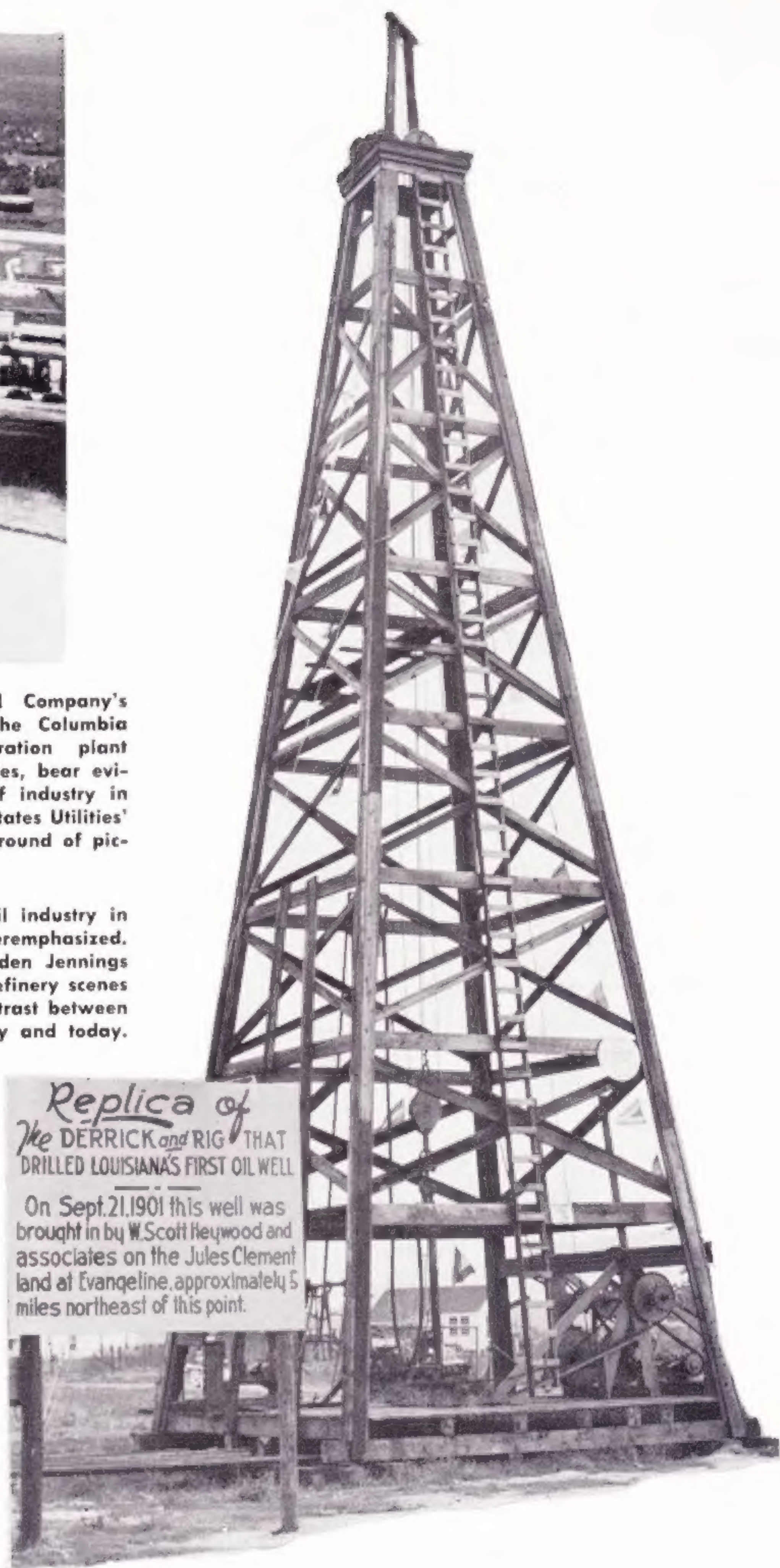




The Mathieson Chemical Company's big plant (top left) and the Columbia Southern Chemical Corporation plant (left), both near Lake Charles, bear evidence to the importance of industry in Southwest Louisiana. Gulf States Utilities' Riverside Station is in foreground of picture at left.



The Cities Service Refinery, Firestone Rubber and Citcon Plants are shown in the picture left below and the Continental Refinery is at the right below.



Replica of
The DERRICK and RIG THAT
DRILLED LOUISIANA'S FIRST OIL WELL

On Sept. 21, 1901 this well was brought in by W. Scott Heywood and associates on the Jules Clement land at Evangeline, approximately 5 miles northeast of this point.



Health and Safety Section



"Little" Hazards

Whether they do anything about it or not, most people are conscious of the spectacular accident hazards. The headlines keep them aware of the lives blown apart by the gun that wasn't loaded . . . the cars and bodies and happiness crushed by traffic thoughtlessness . . . the tragic drownings and dramatic rescues . . . the window washer dangling from one end of a broken strap fifteen stories up.

But one of the marks of the truly safety-minded person is his habit of noticing consistently, avoiding, removing, correcting the "little" hazards: The stumbling obstacles in the home . . . the poor brakes on the car . . . the poison ivy or all-at-once sun-burn danger . . . at work, the nail sticking out of a board, the piece of scrap in the aisle, or the burning cigarette butt on the plant premises.

One of the marks of the really safe working, safe living person is his or her willingness to get the most out of little reminders — like this.

AN ORPHAN'S PLEA

By GERARD MOORE

(At 15, the oldest of 11 crash-orphaned brothers and sisters.)

Leonard, Mich. (UP)—What happened to me and my brothers and sisters, I don't want to happen to any other kids.

I am the oldest in my family and now I have 10 brothers and sisters to take care of because my mother and father are dead.

Mom and Dad went out happy the night before the accident. I talked to them before they left about the car, about the kids, and things in general. Then they left and I never saw them alive again.

They were killed when their car crashed with a car full of teen-age kids.

I don't want a tragedy like that to happen to any other kids. Everyone should drive carefully. There should be no speeding or drinking. (Beer bottles were found in the teen-agers' car.)

I have a big responsibility now: I think all kids my age should have a responsibility, too. Especially when they are driving a car.

This was the first time our family was together. We had been living with relatives and some of us in a home until about six weeks ago, when we moved to our first real home here.

I am going to do everything I can to help keep us together. I will even take my brothers and sisters into my house when I get married. Mom and Dad were always close to us. Dad always played canasta with me and some of the others at night. I always helped out financially whenever I could.

And now I don't know for sure if I want to go on and be a doctor like Dad wanted me to.

PUBLIC SAFETY notes with thanks the courtesy of United Press Association in making this dramatic plea for safer driving available to our readers.

Who Am I ?

I am more powerful than the combined armies of the world.
I have destroyed more men than all the wars of the nations.
I am more deadly than bullets, and I have wrecked more homes than the mightiest of guns.

I steal in the United States alone over \$500,000,000 each year.
I spare no one, and I find my victims among the rich and the poor alike, the young and the old, the strong and the weak, Widows and Orphans know me.

I loom up to such proportions that I cast my shadow over every field of labor, from the turning of every grindstone to the moving of every railroad train.

I massacre thousands upon thousands of wage earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless.

I am everywhere — in the home, on the streets, in the factory, at railroad crossings, and on the sea.

I bring sickness, degradation and death, and yet few seek to avoid me.

I destroy, crush and maim; I give nothing but take all.

I am your worst enemy.

I AM
CARELESSNESS

From "Safety First",
Published by Gulf Oil Co.

Something To Be Concerned About

By C. P. SHIREY

Someone wrote or said many years ago, "The pen is mightier than the sword". With this thought in mind, we cannot help but realize our responsibility and do what we can about accident prevention in the traffic field. We will continue to write and talk whenever we can, because so few of us realize these facts:

1. During 1950 and 1951 there were an average of 125 thousand cars and trucks manufactured each week.

2. This amounts to double the number manufactured prior to World War two.

3. Less than 12 thousand vehicles are junked or wrecked each week; this nets about 113,000 additional vehicles added to our over-crowded streets and highways.

4. Our highway and street construction is not keeping pace with the motor vehicle pace. Neither will some of you nor I see the day when the streets and highways can safely accommodate the traffic.

Add these facts and you find a sum which is a muddle, or at least a matter of concern.

And this is not all; we have with the crowded thoroughfares a group of drivers who are as different as human nature itself: 1. The ignorant driver, 2. The belligerent driver, 3. The daredevil driver and 4. The normal everyday driver.

This simple little article is, as we started out to say, to point out that we have an enormous problem in the operation of car and trucks that we can do very little about. The one solution is. Drive your car or truck to the best of your ability and try to stay clear of your brother drivers and hope the wild ones do not hit you.

HELP PREVENT AUTO ACCIDENTS

REMEMBER YOU

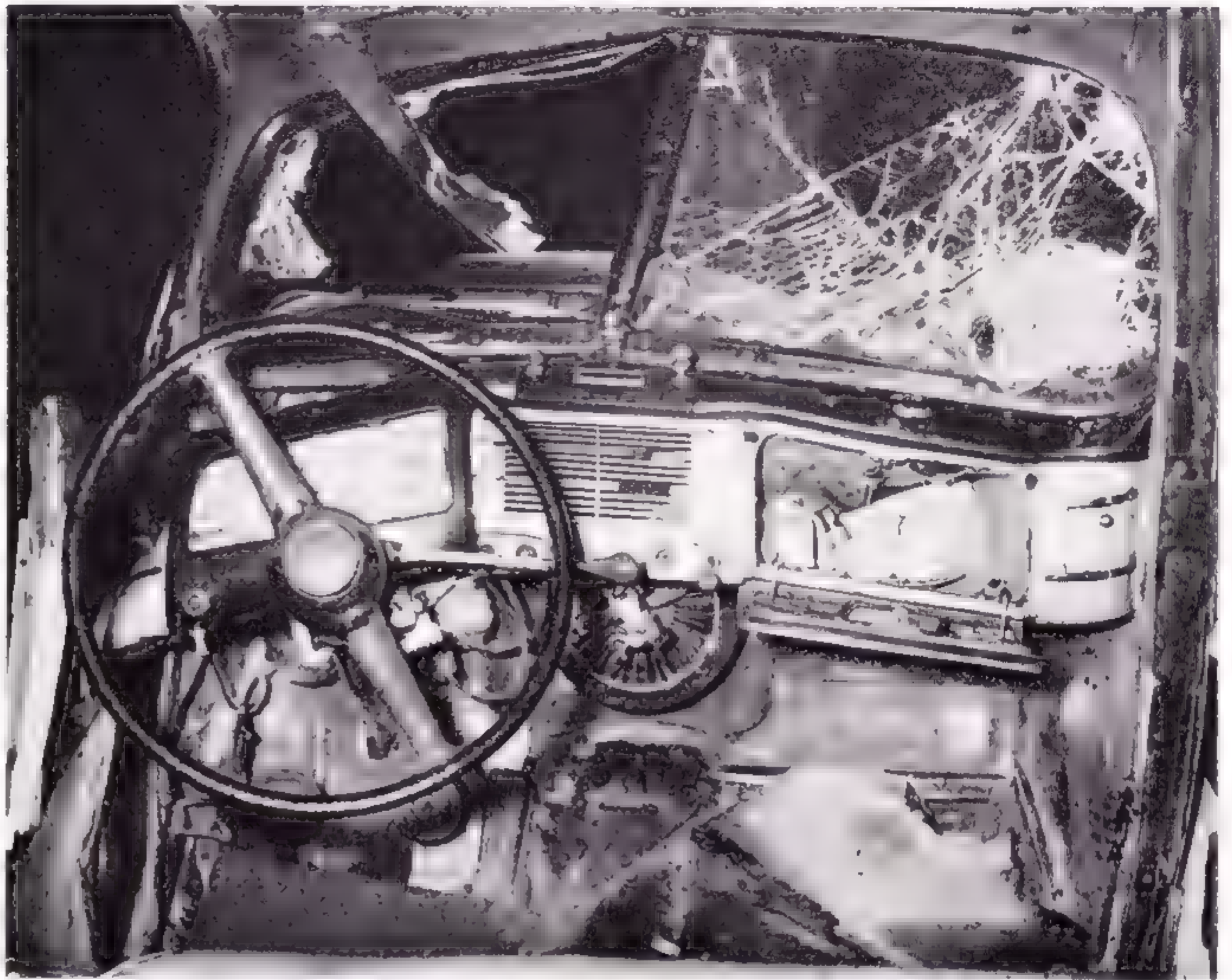
COULD HAVE BEEN DRIVING THIS CAR

The picture shown at the right is indeed a tragic one. It is one which we believe merits some careful thought on our part as individuals.

Perhaps the driver of this automobile and his family were headed for a happy holiday trip or a week-end jaunt in the country. No one could have made them believe that their trip would have an aftermath as terrible as this photograph indicates.

Accidents like the one shown can and do happen every day. They can happen to you and me and to our loved ones. They snuff out lives and mar life-long happiness in a split second.

Remember this picture the next time you sit behind a steering wheel. Drive carefully and courteously. Be safe. Prevent accidents.



Whose Job Is It?

Safety is a job which no one person can claim as his own. Safety is everybody's job. It's a never-ending job, too. It's up to you to do your part. Remember, we can't make our safety record too good.

Corn

Hokum — guff — heart appeal. Any way you spell it, that kind of emotional kick-in-the-pants adds up to good, tall, American Corn.

I'm sorry for folks that look down their noses at corn. Cold, reasonable folks. They're missing a bet when it comes to influencing people and making friends. Cold logic may be right, but corn is nourishing.

Sometimes we get so hot and bothered about justifying safety in terms of costs and production that we forget we're talking about the lives, limbs, eyesight, and future happiness of young men and girls and of the fathers and mothers of families.

Even if it costs more money than it saves, your safety program is worth all you put into it. And corn — that warm, human pull on the emotions — doesn't cost a nickel.

Unbend, Brother, and plant a little corn.

Psychology For An Eye

In a recent issue of *Iron Age*, a cartoon shows a young man at a grinding wheel reaching for a pair of goggles hung on the wall under a sign which reads, "Safety First, wear these glasses while using this grinder."

The young man is looking guiltily over his shoulder toward two men advancing toward him, one of whom remarks, "Them's his own eyes, but he don't put the eye protectors on till he sees the boss comin'." His companion retorts, "Why pick on him? How many times have you been tickled to death when you got by some traffic rule without a cop ketchin' you?"

The answer is probably for psychologists to furnish.

Do You Know Him?

"He's not a bad guy, when you get to know him."

You hear this said of many people — even some who are very difficult to get along with. Knowing a person well enough to understand what is on his mind, what "makes him tick," is the first step in getting along well with him.

If you find yourself working with a "difficult" person, try these two suggestions:

1. Get to know him as a person, not just a boss or fellow worker.
2. Find and straighten out the things in yourself that may cause him to think of you as a difficult person.

Safety Is Many Things

Safety is NOT only a pair of steel-toed shoes, but also the common sense habit of working in those safety shoes.

Safety is NOT only the best pair of goggles man can make, but also the wisdom which insists that goggles be worn whenever and wherever there is the slightest hazard to eyesight.

Safety is NOT a crutch. It is a shield.

Safety is NOT only a system of red, green, and orange traffic lights working at busy street intersections or dangerous highway crossing; it is enlightened obedience to the meaning of those traffic lights.

Safety is NOT something we can leave for the other fellow to do something about.

There are several other points to remember: Keeping our minds on our work is one; taking a personal interest in safety is another.

See you
next issue.

Jack Shiner



Port Arthur

CHILDREN'S CHRISTMAS PARTY REVIEW

The Gulf States children's parties held throughout the system were, as usual, a big success with enjoyable times had by all, parents included.

There were presents for all, and what's more, they were delivered by Santa Claus himself! After this came refreshments. Programs were varied with motion pictures, poems, songs and performances by children of employees.

The 1951 parties marked the fifth annual series of such events on a system wide basis.

The pictures on these and the following pages show some of the groups and the reactions of the kiddies as they received their gifts.



Beaumont Accounting





Beaumont Sales & Engineering



Beaumont T & D



Beaumont Production





Huntsville

Navasota

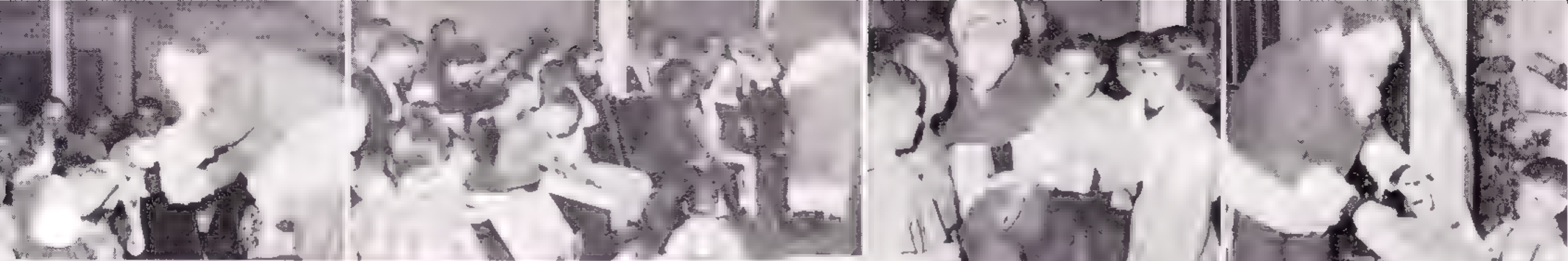
Navasota

Orange

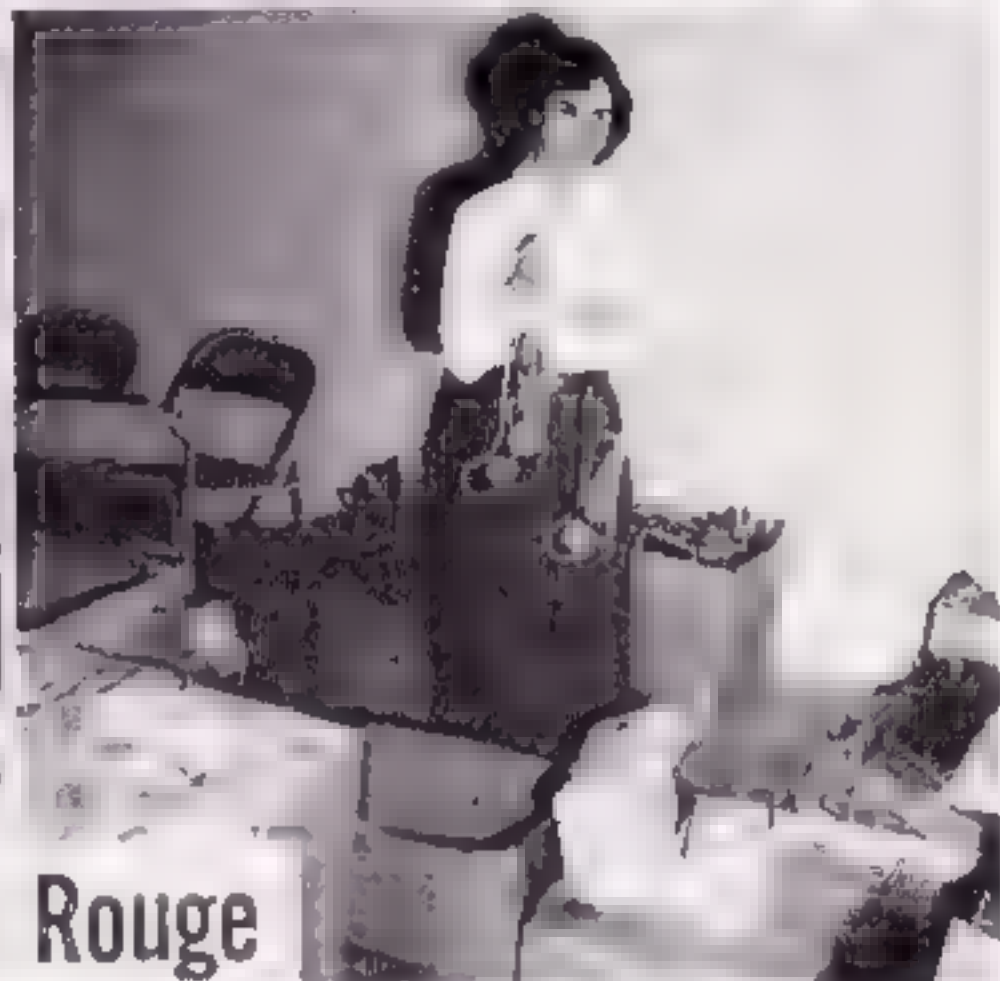
Liberty

Silsbee & Woodville

Lafayette



Jennings



Baton Rouge



Baton Rouge



Lake Charles



Lake Charles





Baton Rouge



Lake Charles



Beaumont



Orange



'NAME THE PAGE CONTEST' CONTINUED!

ENTER NOW . . . WIN A COOK BOOK OR CLOCK

Just one more chance to name the Home Service Department's page. Due to the busy holiday time, an extension of time has been allowed for the contest to name the Home Service page. Now get to thinking and send your ideas to Leonora O'Neal at Beaumont. Several good ideas have already come in. Thanks to you who have responded. We need a little more competition. You have until February 5 to send in the idea that will win the beautiful Betty Crocker Cook Book or an electric kitchen clock. Here's all you do. Suggest a name for the page which will appear in each issue of "Plain Talks" featuring all sorts of information for homemakers and prepared by the members of the Home Service Department.

Better Breakfast Campaign

Here, at the beginning of a new year, we're launching a campaign that will involve and benefit everyone. It's another sales job to do, too — convince yourself and then sell someone else that a good breakfast pays dividends.

Plans: Simply give yourself a treat and eat a good breakfast. Not just occasionally, but every day. It will make morning work easier. Breakfast is one of three important meals. When you miss it, you've missed out on a chance to eat some food you need.

Doctors and nutritionists agree that you should get from $\frac{1}{3}$ to $\frac{1}{4}$ of your day's food needs from breakfast. Five basic foods fill the needs for most people—these are: fruit, cereal, milk, bread and butter. You may include meat or eggs or both, depending on the individual.

One Nutritionist points out "Failure to have enough to eat or the right kind of breakfast may result in fatigue, irritability, and lessened efficiency."

Do not attempt to lose weight by eliminating breakfast. Cut down on the amount eaten at each meal—you'll feel better.

Perhaps lack of interest in breakfast may be due to lack of imagination in varying the menu as well as in serving the basic foods. Here are suggestions which may help:

Fruit

Juices—Serve all kind fresh, frozen or canned and a combination of juices—always serve them cold.

Sliced fruit—Serve sliced oranges or sectional grapefruit or berries, peaches, etc.—fresh fruit in season and canned or frozen fruit the year 'round.

Cooked dried fruit—Especially tasty during winter.

Cereal

Serve cooked or ready prepared. Add raisins, prunes, other dried or fresh fruits to cooked cereals. Sprinkle some wheat germ over either ready prepared or cooked cereal—improves flavor and increases food value.

Milk

If overweight, drink skim milk. Adults need a pint of milk a day and breakfast is good a time to get part of it.



A GOOD BREAKFAST STARTS THE DAY OFF RIGHT.

Bread

Vary bread—serve pancakes, biscuits, toast, waffles, French toast, coffee cake, etc. No limit to the different breads.

Extras

Sweets—jelly, honey (very nutritious and easy to digest), syrup, jam and preserves.

New twist to bacon 'n eggs—Fry bacon to desired crispness, using second switch position. Remove bacon, pour off grease, leaving only enough to fry eggs. Turn unit to low. Break eggs and pour one at a time into skillet. Add one tablespoon water, cover tightly, cook to desired hardness (1-3 minutes).

A daily good breakfast

They tell us in books
Makes you happy and gay,
Does much for your looks!

Start in the morning
With plenty to eat,
More fun will be yours

Fill in the last line to rhyme with "eat" and send it along with a suggestion for the name of our page. Don't wait! Do it now!

HOW TO USE YOUR ELECTRIC FRYER

Were you one of the lucky ones who got a new fryer for Christmas? Then you probably will be glad to have these tips on its use and recipes for some good things to cook. These recipes were prepared by Mrs. Thelma Carson in the Kitchen Planning Center in Beaumont for

the January "How to Make." Incidentally, don't miss her article on Kitchen Planning in the next issue of Plain Talks.

1. Use high grade fat—vegetable shortening salad oil or peanut oil. Frying is done at high temperatures which these fats stand without smoking and deteriorating.
2. To keep the fat in good condition to use over and over with all foods, drain it off when cool, straining thru several thicknesses of cheesecloth. Then wipe fryer clean of cracklings. In cool weather the fat may be stored in the fryer ready for use.
3. Occasionally clean the fryer thoroughly. Boil 1 tablespoon of nonsudsing detergent in water right in the fryer for ten minutes. Then if necessary scour with steel wool pads.

Coconut Puffs

1 cup sifted all purpose flour	1 egg, beaten
1½ tsp. baking powder	½ cup milk
3 Tbsps. sugar	1 Tbsp. shortening
1 tsp. salt	1 tsp. vanilla
1½ cups shredded coconut	

Sift flour, baking powder, sugar and salt into mixing bowl. Add egg, milk and shortening and beat until smooth, blend in vanilla. Add coconut and mix well. Drop level tablespoonfuls of batter into hot deep fat 375 degrees. Fry for 3 minutes or until golden brown. Drain on absorbent paper. Makes about 24 puffs.

(Continued on Page 23)

Engineer Dan H. Poulson Is Promoted

The promotion of Dan H. Poulson from engineer to office engineer-executive was recently announced by A. E. Beattie, assistant engineering manager. The appointment was effective December 16. Mr. Poulson will report to the system engineering manager.



A native of Lott, Texas, he became a Gulf Stater in 1926, serving in various departments until 1932 at which time he entered Texas A & M College. He returned to the company in 1934. In 1937 Mr. Poulson was classified as an engineer and has since served in that capacity.

gulf staters in the news

Harry Rafferty, system consumers accountant, Beaumont, and erstwhile YMBL worker, has been named General Chairman of the YMBL operated South Texas State Fair for 1952. As fair chairman Mr. Rafferty will have general supervision and responsibility for all phases of the fair, which in recent years has grown into what is probably Beaumont's greatest annual entertainment and educational activity.

W. E. Dinkins, local superintendent at Caldwell, will head the Burleson County March of Dimes Drive again this year. Mr. Dinkins has headed the Infantile Paralysis Fund Campaign for the past three years.

Bradley J. McMaster, Jennings superintendent, has been reelected vice president of the Jennings Association of Commerce for 1952 at an election of officers held during the early part of December.

President Roy Nelson was reelected to the board of directors of the Beaumont Chamber of Commerce at the annual election of officers held in December. Mr. Nelson will serve during 1952 and 1953.

Raymond T. Wright, Huntsville district superintendent, has been appointed Walker County director of the 1952 March of Dimes Drive by Texas state chairman Lloyd Gregory of Houston. This marks the third year Mr. Wright has filled this important post. Last year he served as district campaign advisor and coordinator in the 17 county area surrounding Huntsville.

R. A. McAlpine, Beaumont commercial sales, serving his first year as a board member on the Beaumont YMBL, has been named that organization's chairman for their annual "Get out the Vote" campaign. **Lionel Dugas**, Beaumont industrial sales, has been selected to assist Mr. McAlpine by handling the advertising and publicity in connection with the campaign.

C. W. Winborn, supervisor of Residential Sales for the Navasota Division, has been elected as one of the four new directors of the Navasota and Grimes County Chamber of Commerce for the year of 1952.

O. G. Floyd, Beaumont commercial sales, has been named chairman of the Attendance Committee for the Beaumont Optimist club for 1952.

Lloyd Brannan, Silsbee district superintendent, has been named Hardin County chairman of the 1952 March of Dimes campaign and is making headway with fund raising efforts to fight polio, which during the past year has hit all regions of Texas unusually hard.

Three Gulf Staters were honored at the Annual Council Meeting of the Beaumont Council of Camp Fire Girls at the American Legion Home at their December meeting, by being elected to serve as officers in that organization for 1952.

Those chosen were **Harry Rafferty**, First Vice-President; **M. H. Elissalde**, system engineering, Treasurer; and **Miss Mary Lilyerstrom**, secretary to the treasurer, Regional Representative.

J. Kirby Jones, superintendent of Sales for the Port Arthur Division, has been appointed to serve during the next six months on the Lions Education Committee of the Lions Club in Port Arthur.

Vice President **George R. Fulton**, Lake Charles, was elected vice president of the Lake Charles YMCA at an election held during the early part of December. Mr. Fulton was also made chairman of the Health and Accident committee of the Association of Commerce for the coming year.

Carl Shannon, Liberty T&D, was recently appointed chairman of the Public Relations Committee for 1952 at the annual installation meeting of the Liberty Kiwanis Club at the Liberty City Hall.

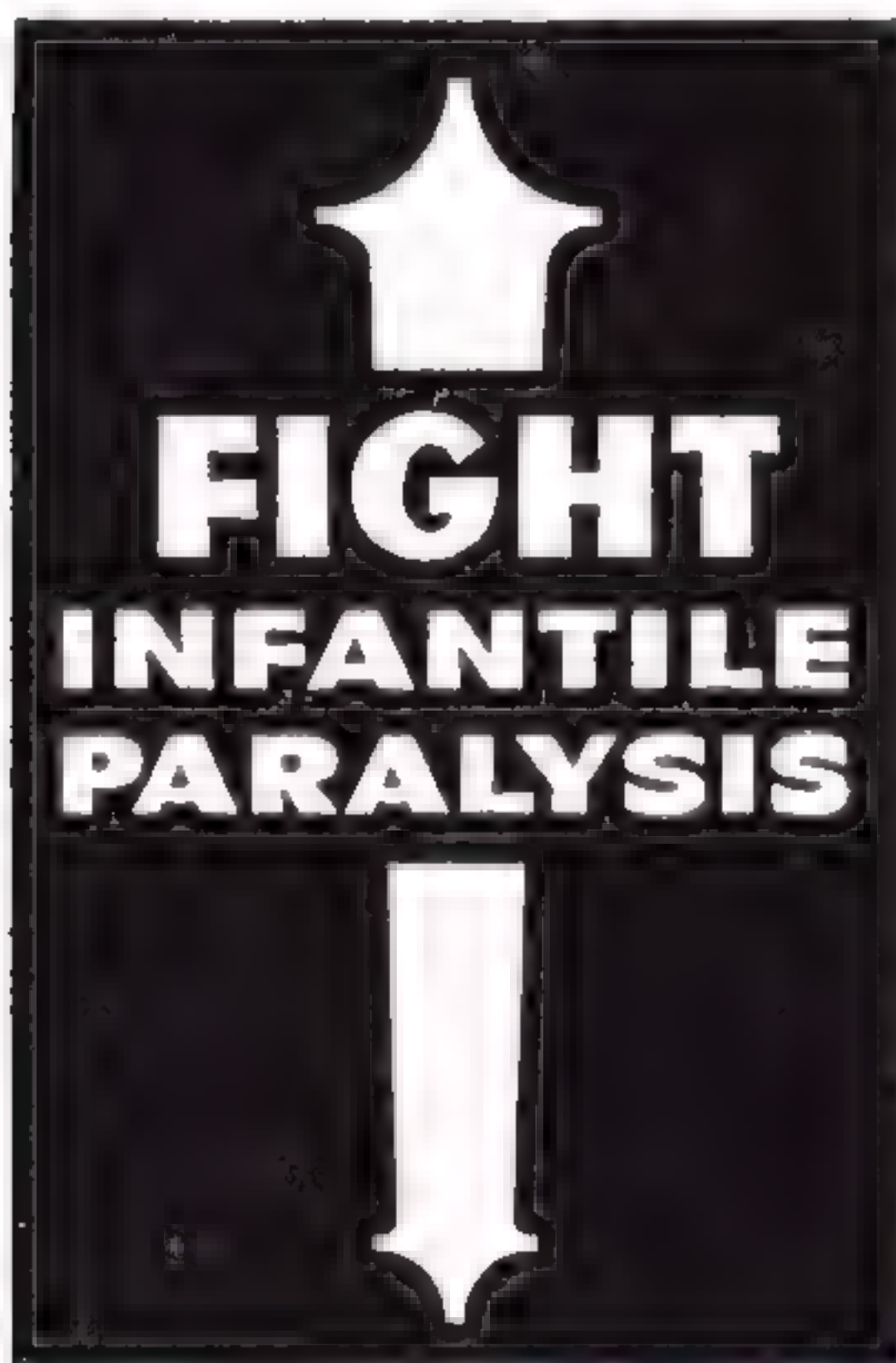
Charlie Boring, Navasota sales, was appointed one of the co-directors of the March of Dimes Drive in Navasota, according to a recent announcement by the County Chairman.

C. H. Meeks, Orange District superintendent, was honored by a special committee for the annual award of the Optimist Club by being chosen as Orange's "Optimist of the Year".

Mr. and Mrs. J. W. Johnson, (Mr. Johnson is in Silsbee sales) and **Mr. and Mrs. Harry Day** copped the first and third place awards respectively in the Silsbee annual outdoor Christmas lighting decoration contest. **Lois Day** is the Plain Talks reporter in Silsbee.

Bob Dear, Beaumont Sales, has been named as Chairman of the standing committee for 1952 on safety and Americanism at a recent meeting of the Beaumont Jaycees.

MARCH OF DIMES



JANUARY 2-31

ADDRESSES, PLEASE

Every month quite a number of Plain Talks are returned because of out of date mailing addresses. Keep your address up to date—just tell your Plain Talks reporter your new mailing address as soon as you have this information. Gulf Staters in the Baton Rouge area can keep their Plain Talks coming to their proper address by calling any of the four following extensions: 202, 207, 208 and 213. Beaumonters may call extension 264 or your department reporter. Prompt attention to this matter after changing address will enable your Plain Talks editor to mail you your copy without delay.



Chief Engineer, R. K. Wilkerson proved to be a very busy man when this photograph was made in his new office at Louisiana Station.

The Census Bureau reports that one out of every 24 persons in the nation is on a public payroll. He works for the government, either local, state, or federal. As of October, 1950, government workers totaled 6,402,000 — and that's 15 months ago!

REDDY WELCOMES

New employees in the Gulf States family. A smile and a handshake will help them feel at home. Look them up.

BATON ROUGE

Harry O. Breeden, Production
Charles F. Brown, Production
J. D. Doiron, T&D
Johnny R. Griffin, Gas
Lettie M. Rome, Sales
Willard D. Smith, T&D
Fannie R. Spillman, Customer Clerk
Winifred C. Tucker, T&D

BEAUMONT

Betty P. Berry, Corporation
James W. Chester, System Engineering
James E. Drane, Jr., Advertising
Duane L. Kilmer, Production
W. G. Loomer, Jr., Rod & Chainman
Louise D. McBride, Advertising
Charles L. Pruitt, Storeroom
Gene T. Skeen, T&D
Barbara W. Slaughter, Accounting
Thomas A. Wier, Engineering
Doris L. Smith, Accounting

NAVASOTA

M. D. Alcorn, T&D

SULPHUR

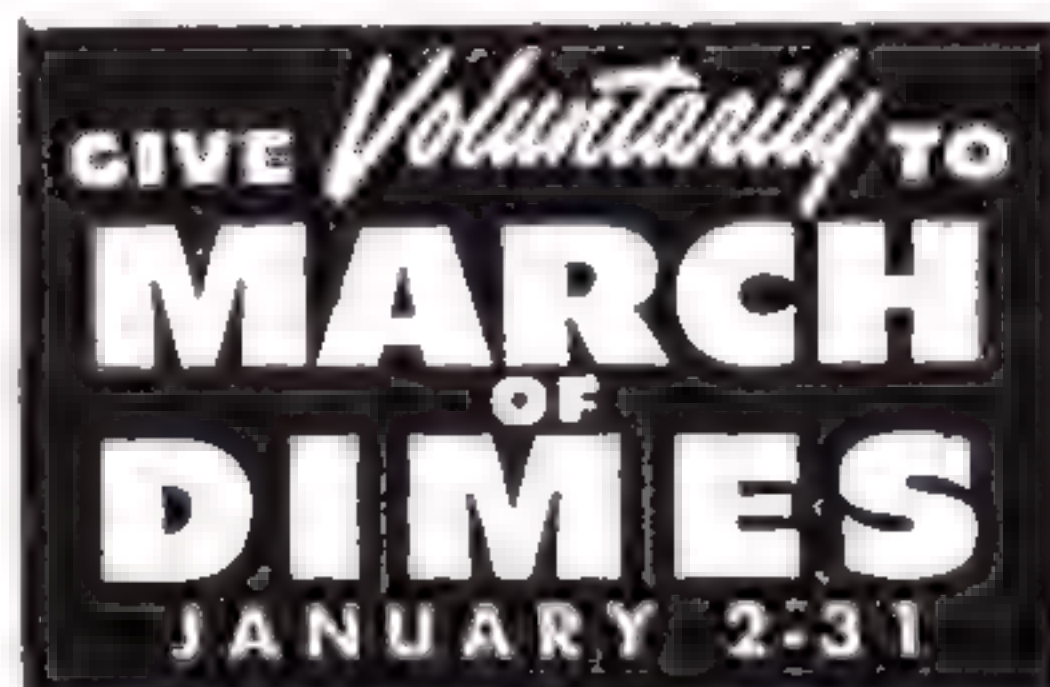
Walter Wright, Sales

PT. ARTHUR

Hugo M. Becker, T&D
M. J. Pellerin, T&D
E. M. Wheeler, T&D



BIG PLANS FOR 1952. The above photograph was made at the annual Distribution and Factory Representatives meeting on December 4, 1951 at the Rose Room, Hotel Beaumont. Results of the 1951 sales program were discussed and sales plans for 1952 were mapped. Representatives of major distributors and manufacturers of electrical equipment and appliance were in attendance. Mr. Parker Allen presided over the meeting.



GSU Guest Praises Gulf States' Hospitality

12-4-51

Robert E. Lee School
Port Arthur, Texas

Mr. Jas. B. Hodge
Gulf States Utilities Company
Port Arthur, Texas

My dear Mr. Hodge:

Please accept my sincere thanks for a most enjoyable and informative day spent as a guest of the Gulf States Staff.

The program showed much wise planning and its informative value cannot be measured in words.

I was especially struck with the pride you people took in your employees and I noted with pleasure the measures you took to provide the people working there with a safe and happy environment. Institutions such as yours go to make our American way of life such a great one.

Your thoughtfulness in providing a mid-morning coffee, the very splendid luncheon, the clever favors, the courteous manners of all who greeted us, all went to make our day a memorable one.

We of the public schools are awaiting with pleasure your visit to us in the springtime when together we celebrate Education Week.

Again may I say many, many thanks for a most enjoyable day.

Sincerely,
Mrs. M. T. Bankston.



During the recent Business Education Day celebration held in that city, Port Arthur school teachers were conducted on a tour of Gulf States facilities to acquaint them with what it takes to keep Reddy ready. Gulf Staters in the picture are, (front row left to right), Dick Landry, Floyd Smith, J. Kirby Jones, (fourth from right), R. W. Dunham, Forrest Merrill and Leo Hirsch.

Forty Year Club



J. H. Cates
T & D
Huntsville

J. T. Reidy
Claim Agent
Beaumont

NEW SERVICE CLUB MEMBERS

(By printing Service Award pictures the month of the actual anniversary Plain Talks hopes to give added recognition to the new Service Club Members. Publication date of Service Award pictures in Plain Talks does not affect in any way the awarding of Service Club pins or the annual Service Club meeting.)

Thirty Year Club



J. V. Post
T & D
Navasota



R. D. Smith
Gas
Baton Rouge

Ten Year Club



G. A. Geiger, Jr.
T & D
Beaumont

W. M. Harris
Production
Beaumont

Dixie L. Knight
T & D
Navasota

H. L. Mitchell
T & D
Orange

Norman Pinder
Water
Orange

J. C. Sawyer
T & D
Beaumont

C. R. Vaughan
T & D
Port Artrur

Murphy Promoted to Replace Christian Who Moves to Sales

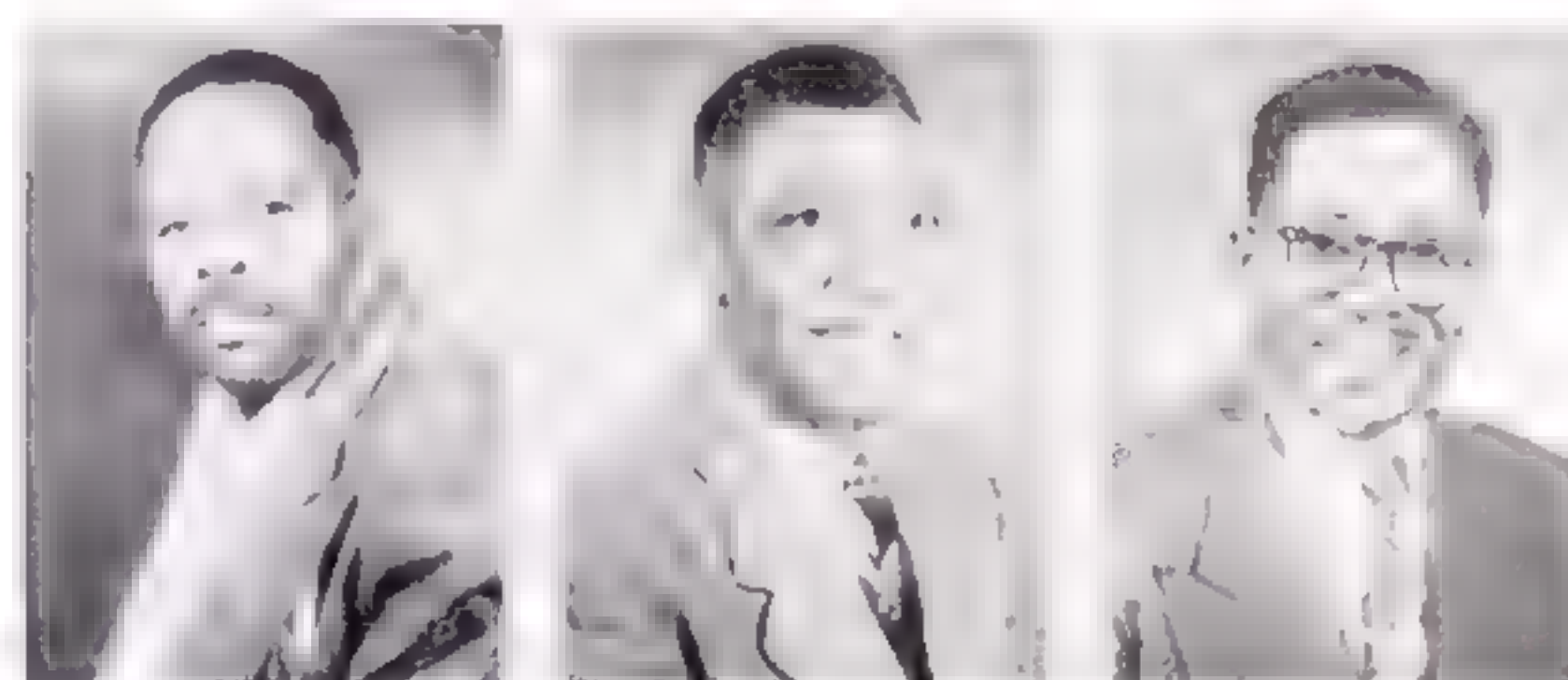
J. R. Murphy, formerly assistant to the superintendent at Louisiana Station, has been promoted to the position of personnel assistant in a supervisory capacity as of January 1, according to a system bulletin. Mr. Murphy will fill the position vacated recently by the promotion of Lewis Christian to supervisor of industrial and commercial sales.

Mr. Murphy, a graduate of Williamson Trade School, came to work for Gulf States at Louisiana Station on July 4, 1936. His first job there was station clerk, but in 1938 he was made office engineer. In 1944 he was made assistant test engineer and in January, 1948 was made assistant to the superintendent, which position he held until his promotion this month.

Lewis Christian has been a Gulf Stater since June, 1935 when he came to work as a meter clerk in Baton Rouge shortly after graduation from LSU with an electrical engineering degree. He worked in the meter department until December, 1936 when he was made a student engineer. Two years later he was promoted to engineer and after six months on this job was transferred to the industrial sales department. In March, 1940 he moved to Lake Charles as a power sales engineer.

Mr. Christian entered military service

Twenty Year Club



W. Deston
Production
Baton Rouge

Willie Leonard
Production
Baton Rouge

James Spears
Production
Baton Rouge

in May, 1941 and served almost six years. Upon his discharge in March, 1947, with the rank of Major, he returned to Lake Charles. In November, 1948 he was transferred to the personnel department in Baton Rouge where he remained until his recent promotion.

GOOD MEMORY

"Have you ever appeared as a witness in a suit before?" asked the att'y.

"Why, of course," repl'd the young lady on the witness stand.

"Will you please tell the jury just what suit it was?" demanded the lawyer.

Repl'd the young lady, "It was a blue suit, with white collar and cuffs and white buttons all the way down the back."

MERRY CHRISTMAS HAD AT LEONARD'S

Two occurrences at the H. C. Leonard household made Christmas, 1951, a pleasant memory for the Leonard family.

They were: the birth, on November 18, of Harold Colegrove Leonard, III, eight pounds and growing. Proud parents are Mr. and Mrs. H. C. Leonard, Jr., but no prouder than Mr. H. C. No. 1, who became a grandfather for the first time. Parents and grandparents are doing we"

And, secondly, the arrival in Baton Rouge of Mr. Leonard's mother, Mrs. H. A. Leonard, for a Christmas visit. Mrs. Leonard will be 91 years young in April.



GROWING WITH GULF STATES

Plain Talks expects lots of photographs for this page from all of you parents and grandparents, especially after the display made in this issue by these youngsters.

Top row, left to right, Kay Atkinson, age seven, daughter of E. E. Atkinson, Production, Baton Rouge; Glynes Kay "Missy" Westh, ten year old daughter of Valdemar Westh, Production, Baton

Rouge, and "Lady"; and L. E. Wallace, Jr., seven year old son of L. E. Wallace, Gas, Baton Rouge.

Center, left to right, Kathryn and Linda Jean Anderson, seven and eleven years of age respectively, daughters of George E. Anderson, Production, Baton Rouge; Jeffery Scott Gray, son of J. S. Gray, Production, Baton Rouge—Mrs. Gray was a former customer contact clerk; and

John Kennedy Shirey, two year old son of Jack Shirey, System Safety Director.

Bottom, left to right, Anthony Wayne Oubre, two year old son of C. A. Oubre, Production, Baton Rouge; Mattie Ann and Barbara Jean Bello, 13 and 12 years old respectively, daughters of E. J. Bello, Production, Baton Rouge; and Earl Atkinson, three year old, son of E. E. Atkinson, Production, Baton Rouge.

Births

Mr. and Mrs. John Sebastian, III of Navasota announce the birth of a boy, John Anthony, weight 7 pounds 5 ounces, December 11. Mr. Sebastian is in the t & d department.

Mr. and Mrs. W. S. (Sam) Norwood became the proud parents of Charles Austin Norwood on November 17, 1951 at St. Patrick Hospital in Lake Charles. Mr. Norwood works at Riverside Station.

Mr. and Mrs. John T. Manry, III of Houston, Texas became the parents of Brooks Waiston Manry, 7 pounds 7 ounces, on December 11, 1951. Mrs. Manry, formerly of Beaumont purchasing is the daughter of Mrs. Grace Brooks, Beaumont home service advisor.

Mr. and Mrs. S. A. Mott became the parents of Phyllis Ann Mott, 7 pounds 11½ ounces on November 23, 1951. Mr. Mott is in Beaumont production.

Mr. and Mrs. C. J. McGee became the parents of a baby girl, Deborah Denise, 6 pounds 4 ounces on October 6, 1951. Mr. McGee is at Neches Station.

Transferred

Jack W. Kirkland, formerly in Navasota t & d, has been transferred to Beaumont where he will be senior engineer in the t & d department.

Drexel E. Ridley and Willis T. Lang, Woodville t & d, were recently transferred to the Beaumont t & d department.

Ann R. Tuttle, customer accounting, Beaumont, recently transferred to Baton Rouge where she will also work in customer accounts.

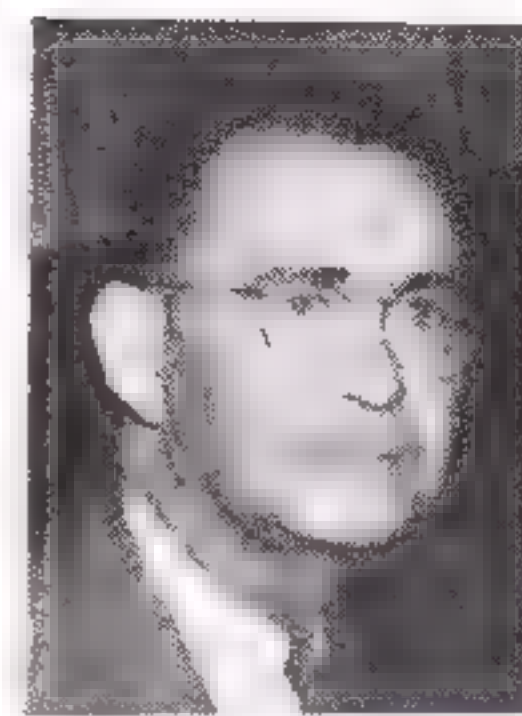
Returned from Military Service

H. J. Guidry, Beaumont t & d
T. J. Duncan, Orange production
Floyd A. Roddy, Lake Charles t & d

Married

Miss Ella B. Andre, Senior Department Clerk and Plain Talks reporter at Louisiana Station, and Mr. David E. Wendt were married on December 7, 1951 at the Lutheran Church at Clinton, Louisiana.

M. B. Marshall Long Time Gulf Stater Dies



Marston Branch Marshall, 58, a veteran of almost 30 years of service with Gulf States and predecessor companies, died at his home in Beaumont on January 17 after an illness of eight months. Mr. Marshall was superintendent of production for Texas at the time of his death.

Mr. Marshall was known to his many friends and fellow employees by his nickname "Jake." An ardent fisherman and sportsman, his most enjoyable pastime was a hunting or fishing trip with a group of Gulf Staters. Only a little more than a month before his death, and the last time he was able to be up, he had gone on a deer hunt with a group from Neches Station. He had been at work from the time his illness became known, some eight months ago, until early December.

Marston Branch Marshall was born in Big Bend, Louisiana, on February 2, 1893. While still in his teens he started work for the Baton Rouge Electric Company on July 1, 1912. He remained at Baton Rouge until March 29, 1925 when he was transferred to Beaumont to go to work as an electrical repairman. He worked at Neches Station from the time it was first placed in operation, 25 years ago, and maintained his office there since his promotion to the superintendency of production for Texas.

Mr. Marshall is survived by his widow, two daughters, Mrs. Dorothy Hooker of Fort Worth, and Miss Eleanor Marshall of Beaumont; two sons, Robert Marshall, an officer in the air force in Korea and Marston B. Marshall, Jr. of Beaumont; two brothers, one sister and five grandchildren.

On behalf of employees throughout the system, Plain Talks extends deepest sympathy to his family and relatives.



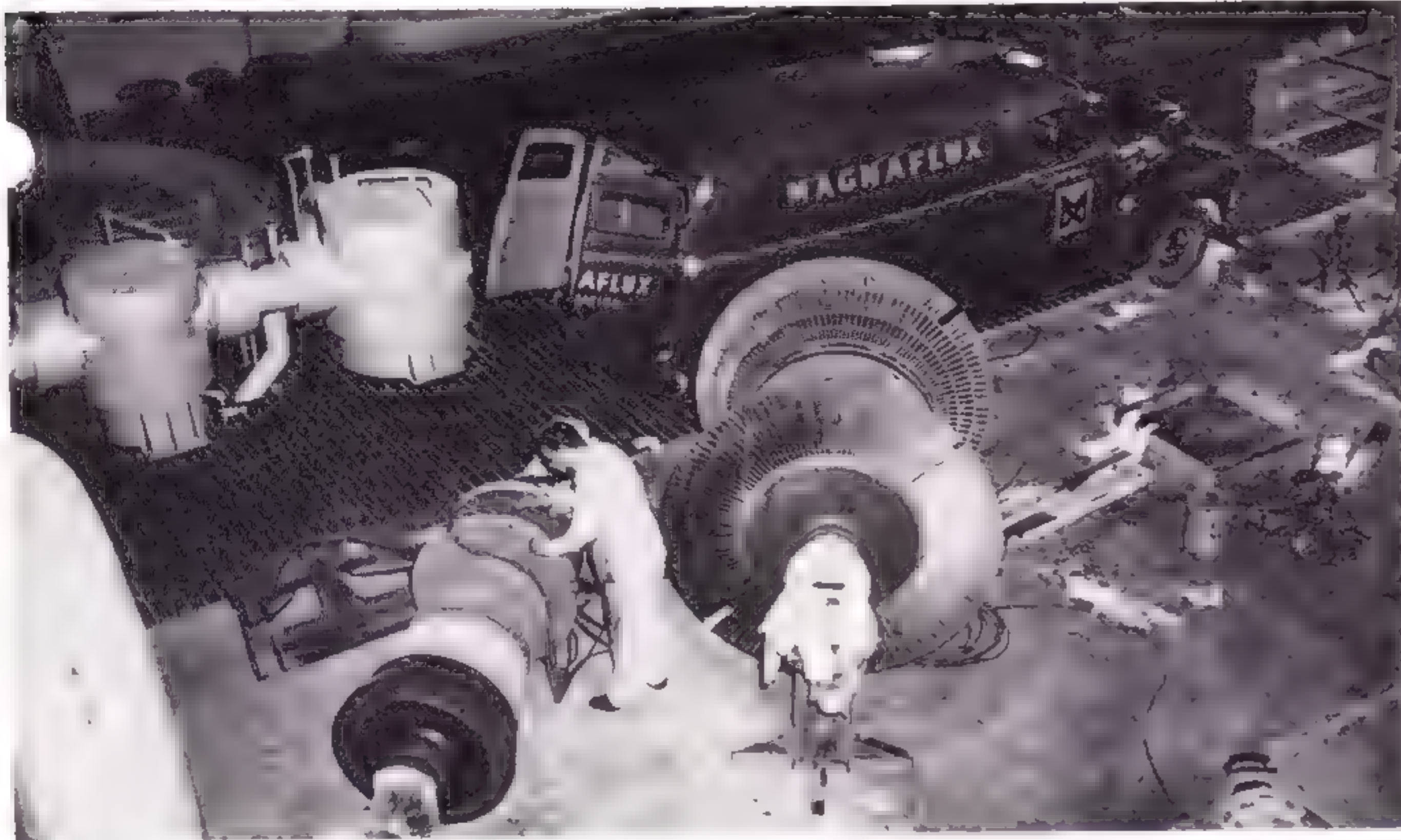
NAVASOTA'S NEW OFFICES

The above picture was made recently at the Open House of the newly remodeled local offices in Navasota. Over five hundred friends of the company called during the day to visit Gulf States' new home. Also, the employees of the Division office, plant and garage, together with their wives and families, paid visits to the new offices.

The lovely flowers sent by friends added a great deal to the occasion. Miss Leonora O'Neal of Beaumont and Miss Mildred Tribble of Baton Rouge assisted Miss Gertrude Rice in serving all who called.



TURBINES GET X-RAY CHECK-UPS TOO

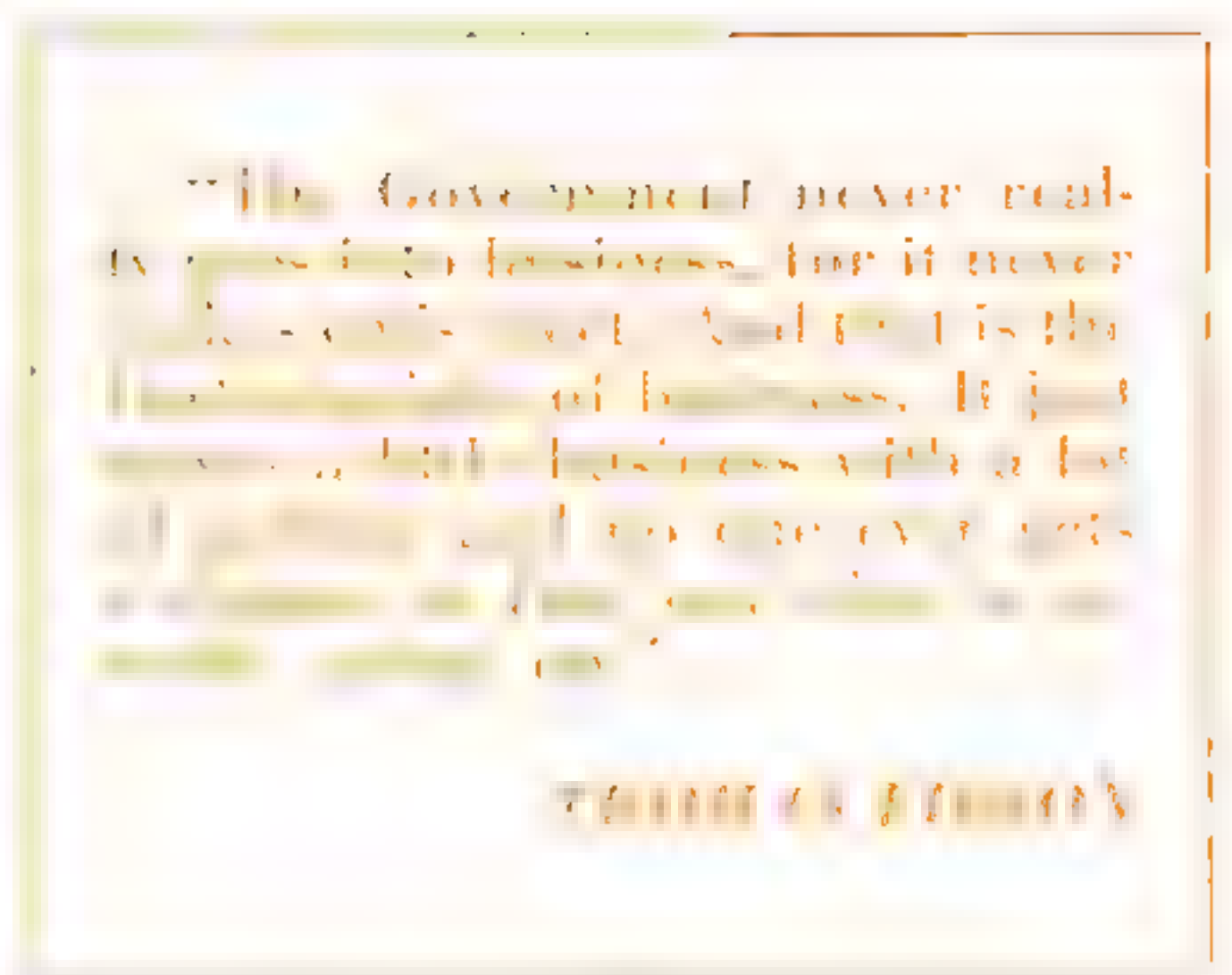


X-RAY GOES TO THE HEART OF THINGS in an inspection of the turbine blades and spindle of Neches Station's Unit No. 3. Bill Connors, of the Magnaflux Corporation is seen here checking the big units for defects in the metal that spins millions of revolutions at terrifically high speed for months on end without stopping.

Last month was checkup and overhaul time for No. 3 unit at Neches Station. When the plant experts finished with their examination, one of modern science's devices was called into play to go a step further. Using a process called the Magnaflux test, even the interior of the metal making up the blades and spindle or crystalization that are not visible on the outside. The picture seen here shows the inspection in progress on the turbine floor where the Magnaflux truck was hoisted and placed alongside the turbine.

A generator inside the truck is connected to the equipment tested and a magnetic field is induced. A special powder is then blown onto the metal parts and a pattern of any fissure, crack or other defect inside the metal is formed on the surface. The checkup requires two days and is used every time turbines are down for overhaul.

Other metal parts of some of the lifting equipment used in the plant are also tested. Two dozen eye bolts found to be defective during the recent Neches checkup were discarded to prevent accidents.

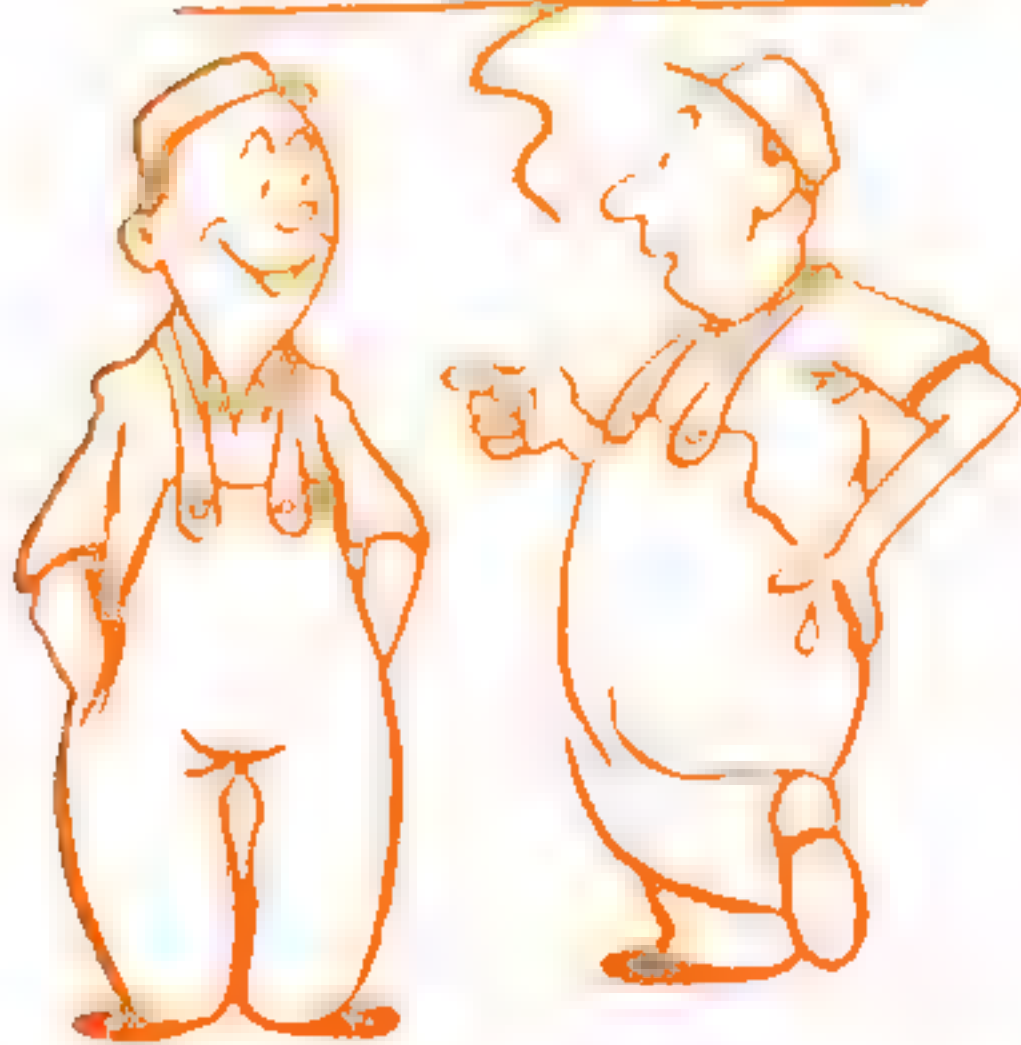


For fall and winter garden preparation, leave the surface rough as it holds more water and makes spring preparation easier.



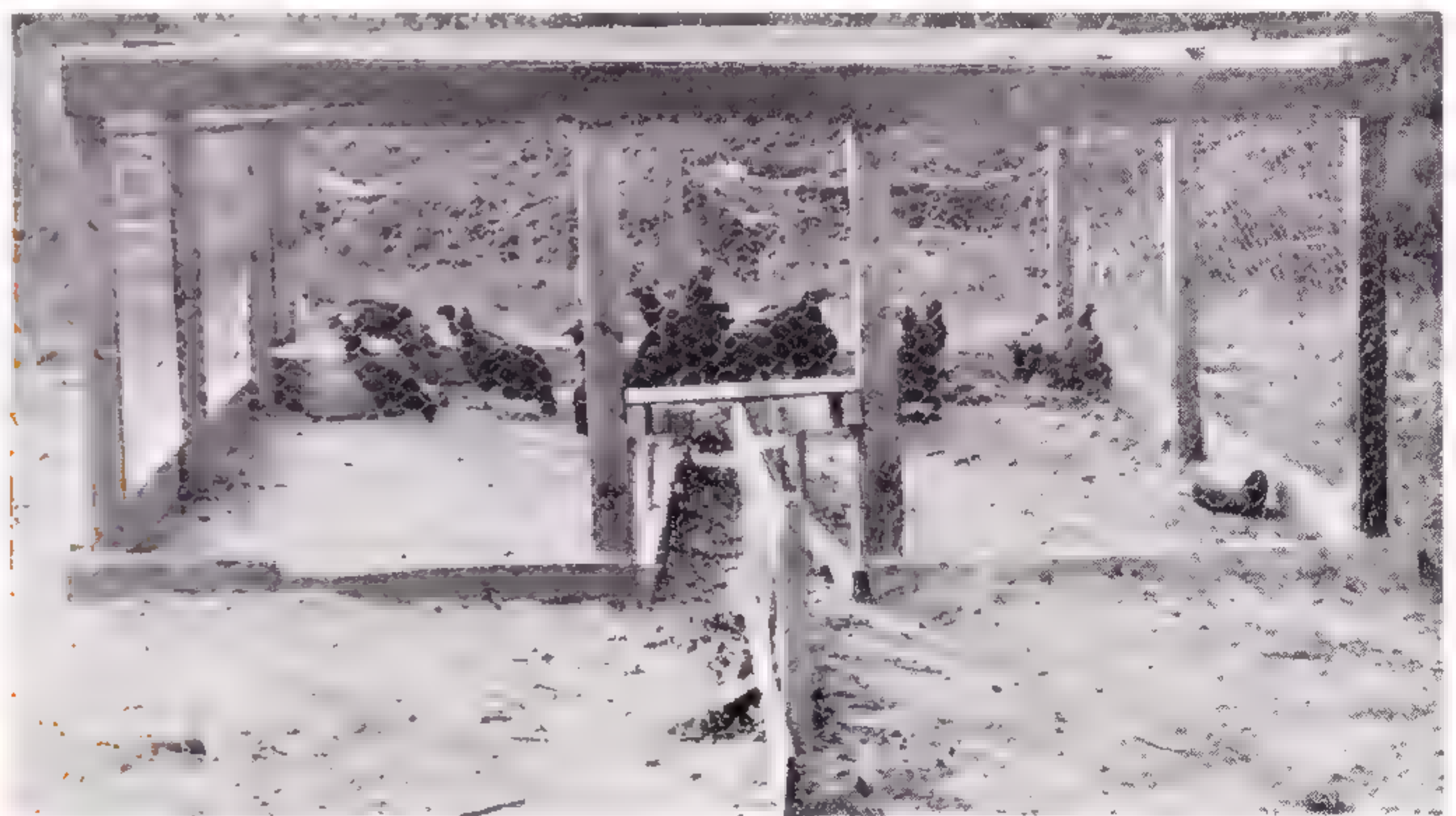
The above photograph shows N. T. Graves, maintenance engineer, at work in his new office at Louisiana Station.

did you know?



The Declaration of Independence contains 300 words. The Ten Commandments contain 200 words. Lincoln's Gettysburg Address contains 200 words. The Lord's Prayer contains 50 words. BUT, the OPS Order setting the price of cable contains 2,000 words.

There are generally two kinds of garden insects: those which eat the leaves and fruit, and those that suck the juices from foliage, stem or fruit.



FOWL PLAY CAUSES MAINTENANCE PROBLEMS. This, gentle readers, is a flock of turkey buzzards. They were trapped by Navasota Labor Foreman Martin Sullivan's crew to rid us of an annoying and expensive pest and to cooperate with ranchers in the area who likewise despise the repulsive birds because they kill young calves. The buzzards are a hazard to our operations because they use our high lines as roosting facilities and deposit a film on the conductors, crossarms and static wires which corrodes and results in costly breakdowns and maintenance. The pen enclosing the vultures is also a trap and the birds are killed on regular visits to the different trap locations. Mr. Sullivan has caught as high as 87 buzzards in one trap. The traps are built near Navasota and Dayton.



SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

Q: When water boils rapidly, does it get hotter than when it boils gently?

A: No. Boiling takes place (at normal sea-level air pressure) at 212 degrees F, regardless of whether it is slow or fast. When cold water is put on the stove, the heat absorbed goes first to raising the temperature. When it reaches the boiling point the additional heat no longer makes it hotter, but changes the liquid (water) into vapor (steam). If the burner is turned up high, so that more heat is utilized, a larger quantity of water per second is turned to steam, and it will boil away more rapidly.

Q: Why is it that freezing water purifies it?

A: When water freezes the molecules get together in a regular solid crystalline arrangement. The molecules of the impurities are too big or too little to fit into the same space in the crystal as the water molecules, and so they get shoved aside. This process is used to purify many commercial chemicals. It is known as "fractional crystallization."

Q: Is there a loss of vitamin C in frozen orange juice?

A: There is essentially no loss of vitamin C in concentrated frozen orange juice, as now marketed by the major producers. Reliable studies indicate that a good manufacturing process protects at least 90 per cent of the initial vitamin content. The dilution ratio recommended is such that the final result can be considered practically the equivalent of the original product.

Q: Is it possible to boil water on ice?

A: Yes, if there is sufficient vacuum. There is some evaporation of water at any temperature, but the higher it is the greater is the pressure of the vapor produced. In order to boil, the pressure of this vapor must equal or exceed that of the air above the water. Normal atmospheric pressure, of about 15 pounds per square inch, is equalled by the vapor of water at 212 degrees F., and this is the normal boiling point. At 32 degrees F., the temperature of melting ice, the vapor pressure is about a tenth of a pound per square inch, or 1/170th of normal atmospheric pressure. At this degree of vacuum water would boil on ice.

Q: What is the difference between wool and cotton?

A: The essential difference is that wool is a protein, similar to fingernails, hair and horn; while cotton is a form of cellulose. They differ also in structure, since wool is a scaly fiber, while the individual fibers of cotton are smooth and ribbonlike. Both fibers shrink in length when placed in water because when wet they tend to swell in a direction across the fiber, and they have to become shorter to do so. Because of the scaly nature of wool fibers, they tend, more than cotton to remain shrunken. Hot water is more likely than cold water to cause wool to shrink, because the higher temperature may cause chemical modification of its structure.

Q: Can an electric motor be used to drive a generator, and the current produced then used to run the motor?

A: No, this cannot be done. Motors and generators are never 100 per cent efficient, as there are electrical losses, resistance in the wires, friction in the bearings, etc., and such a machine will never deliver in useful form as much energy as you put into it. Consequently the power delivered from a motor-generator is always less than that required to run it. If a motor and a generator of perfect efficiency could be made, and they operated in a vacuum to prevent air resistance, they could theoretically keep themselves running. However, no useful work could be done for if any energy were removed from the system, it would come to a stop.

Q: How long would it take a rocket ship to reach the Moon?

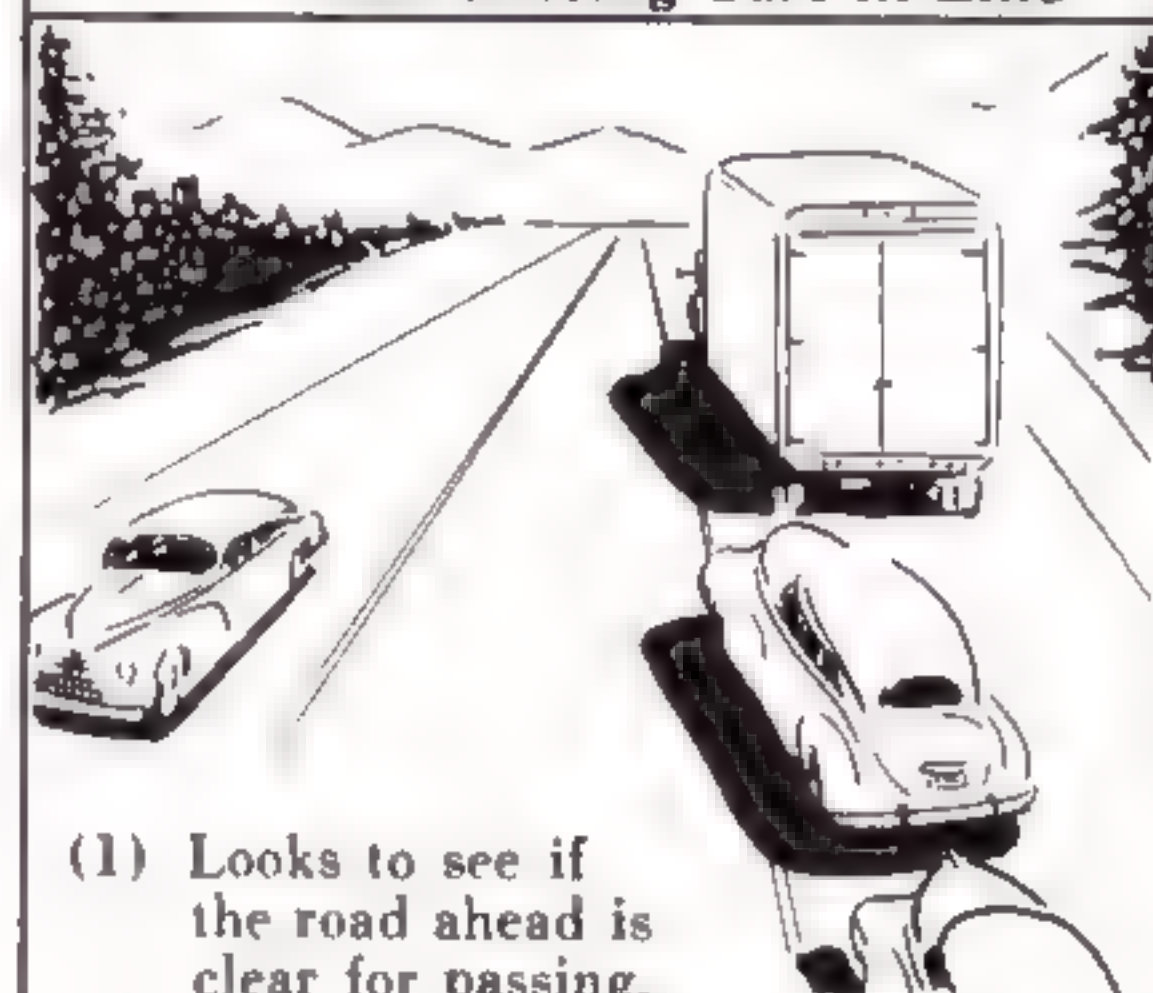
A: According to one authoritative work ("Rockets," by Willy Levy), such a trip would take about 94 hours. At first the rocket would move along a path which forms part of a long ellipse around the Earth, while the last part of the trip would follow a section of an ellipse about the Moon.



EX-P.T. EDITOR VISITS GSU ON LEAVE — Jack Burhoe, Plain Talks associate editor until he was called into military service last fall, was a welcome visitor around the Beaumont office during the middle of December. The now Lt. Burhoe and his family, Marilyn, who was formerly home service advisor in Beaumont, and daughter Cindy, are seen here looking over the December issue of Plain Talks as Editor Jerry Stokes points out an item of interest.

HIGHWAY SAFETY

FOR SAFER DRIVING . . .
*A Good Driver Does This
When Passing Cars in Line*



- (1) Looks to see if the road ahead is clear for passing.
- (2) Before passing, makes sure there is enough space between cars in line so that he can get back safely in line.
- (3) Signals the driver of car ahead of intent to pass by sounding horn.
- (4) Before going out into the center lane, signals cars behind of intentions.
- (5) Looks in rear view mirror and out of side window of car to be sure no other cars are about to overtake him.
- (6) Does not cut back in line too sharply.

AMERICAN MUTUAL LIAB. INS. CO.

Two pretty girls were walking down a crowded street. Two linemen passed and whistled.

"The nerve of them," said one of the girls, "Whistling at us . . . two days before pay day."

FRYER RECIPES — (Continued from Page 15)

Orange Doughnuts

2 pkgs. yeast, compressed or dry	$\frac{1}{4}$ cup melted shortening
$\frac{1}{2}$ cup water (lukewarm for compressed, warm for dry)	$\frac{1}{2}$ cup sugar
$\frac{1}{2}$ cup orange juice	2 tsps. salt
1 Tbsp. sugar	2 eggs
$1\frac{1}{2}$ cups sifted enriched flour	2 Tbsps. shredded orange rind
	$3\frac{1}{2}$ cups sifted enriched flour (about)

Orange Icing

Soften yeast in water. Add orange juice, 1 tablespoon sugar and $1\frac{1}{2}$ cups flour. Beat until smooth. Cover, set in warm place and let rise until light and bubbly (about 45 minutes). Stir down. Combine melted shortening, $\frac{1}{2}$ cup sugar and salt. Stir in eggs and orange rind and add to yeast mixture. Add enough more flour to make a soft dough. Mix until smooth. Turn out on lightly floured board and knead until smooth and satiny. Place in greased bowl, cover and let rise until doubled in bulk (about 1 hour). Punch down. Let stand 10 minutes. Roll out $\frac{1}{2}$ inch thick. Cut with doughnut cutter. Place on lightly floured baking sheets and let rise until doubled (about $\frac{1}{2}$ hour). When light, fry in deep hot fat (375° degrees), turning frequently, until golden brown. Drain on absorbent paper. When cool dip in Orange Icing. Makes about 3 dozen doughnuts.

Orange Icing

2 cups sifted confectioners' sugar	$\frac{1}{4}$ cup orange juice
1 Tbsp. shredded orange rind	

Combine all ingredients and mix until smooth. Ice orange doughnuts while warm. Makes icing for 3 dozen doughnuts.

Frosted Crullers

3 eggs	$2\frac{1}{2}$ cups all purpose flour
$\frac{3}{4}$ cup sugar	2 tsps. baking powder
$\frac{1}{4}$ cup butter	$\frac{1}{2}$ tsp. salt
1 tsp. vanilla	

Break eggs into mixer bowl and beat well, add the sugar and blend well. Spoon the butter into the mixture, add the vanilla and mix 1 minute. Sift the flour, baking powder and salt and then sift into first mixture. Stir gently with a fork or spoon until well blended. The dough will be bright yellow and not sticky, just firm enough to handle.

Pinch off teaspoon and roll gently with floured hands until dough forms long thin "clothes pin". Fry in deep fat 375 degrees for $1\frac{1}{2}$ to 2 minutes or until golden brown. Makes about 36 crullers.

FROSTING: Mix 1 cup powdered sugar with enough cold water to make a thin batter; but not runny. Hold the cruller by one end and spread the frosting over it with a knife. Because the crullers are warm the frosting becomes a glaze.

Fruit Fritters

1 cup sifted flour	$\frac{1}{4}$ cup sugar
2 tsps. baking powder	1 egg
$1\frac{1}{4}$ tsps. salt	$\frac{1}{3}$ cup milk
2 tsps. melted shortening	

Sift together flour, baking powder, salt and sugar. Beat egg well, add milk and melted shortening. Add egg mixture to dry ingredients and mix until batter is smooth. This makes a stiffer batter than

is generally used but will be crisp and puffy.

Banana fritters—Cut banana in 2 inch sections, roll in flour then dip in fritter batter. Fry 375 degrees for 4-6 minutes, turning as needed to brown evenly. Drain on absorbent paper. Serve piping hot either as main course or as a dessert topped with whipped cream.

Pineapple fritters—Use canned pineapple chunks. Drain. Dip in batter and fry 375 degrees until brown, 3-4 minutes. Drain on absorbent paper.

Crispy Fried Chicken

$2\frac{1}{2}$ to 3 lb. frying chicken cut in 1 cup flour	$1\frac{1}{2}$ tsp. salt
1 cup buttermilk	$\frac{1}{8}$ tsp. pepper

Dip pieces of chicken in buttermilk and drain. Combine flour, salt and pepper in paper bag. Place one piece of chicken at a time in the bag and shake well to coat evenly with the flour. Place half of the chicken pieces in the fry basket so they stand on end and the fat can circulate around each piece. Fry in hot fat 375 degrees, until brown and crisp on all sides. (7-10 minutes.) Drain on absorbent paper. Serve.

French Fried Onion Rings

6 large sweet white onions	2 eggs
Milk	Flour
	Salt

Peel and slice onions in thin slices. Separate slices to make rings. Cover with sweet milk and soak 15 minutes. Drain slightly and flour. Beat the eggs and add 1 cup of the milk used for soaking the rings, dip the floured rings into this mixture. Fry in hot fat, 375 degrees, until brown and crisp. Drain on absorbent paper. Serve hot.

Crisped Cauliflowerettes

1 head cauliflower	1 cup milk
1 egg	Cracker crumbs


Wash and clean cauliflower, break into

flowerettes. Cook until just tender. Beat egg well and add milk. Dip cooked flowerettes into this mixture and roll in cracker crumbs. Fry pieces 1 or 2 minutes at 375 degrees until golden brown. Drain and serve.

Salted Nuts

Drop nut meats into fat at 250 degrees and whisk them out in 1 minute, crisp and crunchy. Drain on absorbent paper. Salt and serve.

150 DIMES



Pay for

1 DAY OF PHYSICAL THERAPY

GIVE Voluntarily TO

MARCH OF DIMES

JANUARY 2-31



DEMONSTRATION BY HOME SERVICE ADVISOR CARRIES SERVICE PLUS

Language was certainly no barrier in the demonstration shown in progress above. Miss Trudy Rice, Home Service Advisor of the Navasoto Division, demonstrates the use and care of a new electric range to Mrs. Joe Esparza of Somerville, extreme right. Miss Josephine Arredondo, second from right, was the good neighbor who so graciously served as the Spanish interpreter for Miss Rice. Goree Mathews, District Serviceman of Somerville is standing by.

This illustrates another of the plus services of the Home Service Department which Gulf States' customers everywhere appreciate so much.

A PEEK AT THE T2A9



1926

CALVERT WINS PROGRESS AWARD

Port Arthur Second — Navasota Third
The unanimous choice of judges, Calvert has won the 1926 General Progress Award—a huge and handsomely engraved loving cup.

Port Arthur received a Certificate of Second in Merit, Navasota a Certificate of Third in Merit, and Trinity, Groveton, Kosse, Cleveland, Bryan, Franklin and Beaumont, honorable mention.

GULF STATES UTILITIES TAKES OVER EASTERN TEXAS ELECTRIC LIGHT AND POWER

Louisiana Electric Company name also changed to G. S. U.

"The consolidation of the Gulf States Utilities Company with the electric department of the Eastern Texas Electric Company has been consummated, and is now legally in effect. The purpose of the consolidation is to establish a powerful concern which will be able at all times to satisfactorily finance the many improvements and additions which will be necessary during the coming years in this rapidly growing community.

"The Gulf States Utilities Company now owns all of the power stations, including the new Neches Station and the stations in Beaumont, Port Arthur, Orange, Lake Charles and Jennings. It also owns all of the transmission lines extending from Sour Lake to beyond Jennings, including all tributary lines. It owns all the distribution systems in the various cities, and in Beaumont and Lake Charles.

Bradley J. McMaster, a Pennsylvanian by birth but Beaumont by adoption, will assist in getting out Plain Talks, Howdy, company advertising and general publicity.

1936

KWH GOAL OF 885 FOR 1936 ANNOUNCED BY MR. MCCHESNEY

The Kwh goal for 1936 will be 885 per year per home customer. This will be achieved by the sale of 706 water heaters, 1506 ranges, 1906 refrigerators, Sight-Saver lamps and small appliances.

Mr. McChesney pointed out that starting with 613 Kwh per customer at the end of 1933, we increased the average to 659 in 1934 and added 105 in 1935 to bring the present average to 764.

EMPLOYEES URGED TO JOIN ASSOCIATION

The Gulf States Utilities Employees Benevolent Association was adopted at an election on December 20, without a dissenting vote. This new Association became operative January 1. The officers and board of directors for this new association are: Charles DeCuir, president; Cecil Nantz, vice president; C. E. Henry, secretary & treasurer.

Board of Directors: R. E. Morton, Navasota Division; W. T. Straughn, production department; Cecil Nantz, Beaumont T&D and engineering; C. DeCuir, Port Arthur division; A. G. Fontana, Beaumont general office, Liberty, Orange, Jasper, Silsbee; J. M. Dungan, Louisiana division; Tom P. Walker.

The Association has obtained a new charter and is replacing the old Benefit Association.



A SIGN OF PROGRESS — This marker is the first concrete evidence of things to come in the way of still more electric power capacity for Gulf States' system in general and for the Lake Charles division in particular. This sign, a mile west of Scott, Louisiana, points to the plant site where at present workmen are getting ready to build the entrance road, including a railroad crossing over the Southern Pacific tracks between the Old Spanish Trail and the plant property. Planned next are three deep wells, each to furnish over 2000 gallons of water a minute for the plant. Stone and Webster Engineering Corporation, contractors building the plant, will begin erection of construction buildings in the early spring and by late spring will commence excavation for the foundation.

1941

Births reported for this issue were in Beaumont—James Richard Ricks, who dad W. T. works in stores accounting, weighed in at eight pounds eight ounces on November 26.

J. B. (Pat) Bishop, a "World War" veteran who saw service overseas, has been "drafted" (as you are probably aware) to cooperate with authorized agencies so that our properties will be properly protected.

1946

GSU PLANS \$15 MILLION THREE-YEAR CONSTRUCTION PROGRAM

Biggest Building Project in History of Company

As presently contemplated, total capital expenditures exclusively for production and special large transmission facilities in the Gulf States system over the next three-year period may approximate \$15 million, President Roy Nelson announced following a special directors meeting.

Three important changes in the operating department personnel were announced last month in a bulletin by President Roy Nelson. Ralph E. Cargill, long time operating superintendent of the Beaumont division was promoted to the office of system operating superintendent, a newly created position. C. M. Scott, former district superintendent of the Baton Rouge area has been promoted to the position left vacant by Mr. Cargill's advancement, and A. B. Wilson, former assistant to the manager of the Navasota division has been named to fill Mr. Scott's office.



STYLES FOR LINEMEN — SEASON OF 1931. This Lake Charles division line crew worked out of Jennings and was Jack Killough's first crew. They are, left to right, John Landry, Murphy Boudreaux, a Mr. Compton (a relative of Dude's), Curtis Ellender, "Pop" Istre, Clayton Redell, Jack Killough, Barney Hart, Rivers Fontenot, Ed Barker, M. E. "Pete" Dennis and Creighton B. Dennis.

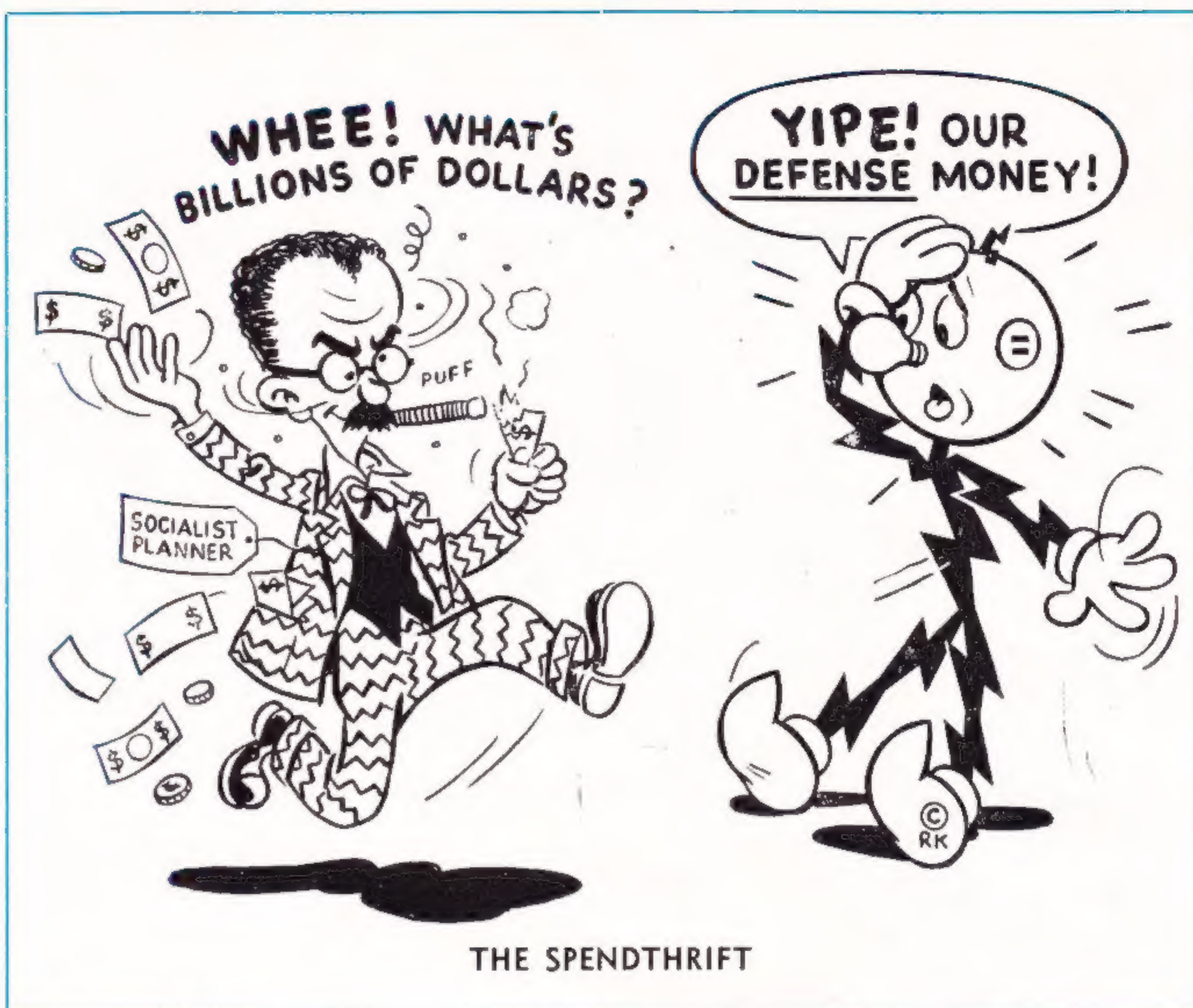
GSU Customer and KWH Figures Show Continued Increase

The sharp phenomenal growth of customers and the incidental increase in kilowatt hour consumption of the immediate post-war years has leveled off somewhat in our service area, into what may be called a strong, steady growth.

For several years there was a frenzy of activity on the part of Gulf Staters trying to provide lines, connections, meters and the other equipment necessary to provide new customers with electric service as quickly as humanly possible. The frenzied era has passed, thanks to an outstanding job by all employees, but due to the continued steady growth there is still a big job to do.

RESIDENTIAL GROWTH

The following report on electric residential customers and kilowatt hour consumption shows just how much more residential business the company is doing and where. Through this interesting record on company growth the sales department keeps check on a number of its activities and from it get ideas for their plans. These reports are made monthly and this one is the latest available. It shows the record at the close of November.



THE SPENDTHRIFT

	Number of Home Customers		KWH Consumption — 12 Months	
	November 1951	Incr. Since Jan. 1	November 1951	Incr. Since Jan. 1
TEXAS				
Beaumont Division	48 083	2 124	1 850	151
Beaumont	27 298	1 035	1 874	166
Orange	7 464	243	1 736	137
Silsbee	4 461	287	1 693	111
Sour Lake	1 192	61	1 957	119
Hull	1 474	91	1 505	131
Liberty	1 653	104	2 243	188
Dayton	988	36	2 064	194
Anahuac	2 796	217	2 041	108
Woodville	757	50	1 739	126
Port Arthur Division	24 801	993	1 678	126
Port Arthur	20 810	826	1 669	124
Nederland	2 353	112	1 765	134
Port Neches	1 638	55	1 671	158
Navasota Division	19 757	561	1 512	144
Conroe	3 782	119	1 560	179
Cleveland	3 408	290	1 554	167
Huntsville	2 678	64	1 534	137
Trinity	987	30	1 281	120
Groveton	1 110	—12	1 495	92
Madisonville	1 912	6	1 446	119
Navasota	2 347	63	1 592	138
Calvert	1 937	—6	1 112	126
Franklin	487	3	2 080	133
Caldwell	490	—9	1 554	107
Somerville	619	13	1 984	153
TOTAL TEXAS	92 641	3 678	1 732	147
LOUISIANA				
Lake Charles Division	36 762	2 419	1 723	161
Lake Charles District	15 804	1 221	1 793	169
Sulphur District	5 921	460	1 880	173
Jennings District	6 413	197	1 866	146
Lafayette District	8 624	541	1 380	157
Baton Rouge Division	52 081	2 117	1 483	136
Baton Rouge	38 741	1 454	1 521	142
Western District	5 613	268	1 207	79
Eastern District	5 237	251	1 454	164
Northern District	2 490	144	1 566	94
TOTAL LOUISIANA	88 843	4 536	1 581	148
TOTAL COMPANY	181 484	8 214	1 658	146

Sabine Area to Get Two Big Industries

Adding proof to an already established fact that our Gulf Coast is America's new industrial frontier was the recent selection of the Sabine area as the site for two new big industries.

After several months of negotiation for property rights, the DuPont's finally announced that they would build a plant on a 562 acre tract fronting on the Neches River below Beaumont. This plant, to be built at a reported cost of \$100,000,000, will be a petro-chemical industry but as yet the specific product to be made here is not known. Beginning date for construction also is not known but some work is expected to get underway this year. It is estimated around 2000 will be employed here eventually.

The other large industry is one to be located near Orange by the Solvay division of Allied Chemical and Dye Company. The cost of this plant, which will make thylene glycol and ethylene oxide, is estimated to exceed \$5,000,000 for the first step of the development which will begin as soon as government approval for materials and construction is obtained. Initially over 100 persons will be employed. This is the first Texas plant for Solvay.

Gulf States Utilities employees were thanked publicly in the press, along with others, for their help in securing the site for DuPont and in assisting generally in handling negotiations concerning the plant.

FOR GIRLS ONLY

A woman's curiosity is famous the world thru. Yet many a man will turn this page To prove he is curious too.

WHAT'S THE MEANING OF THIS?



There are different ways of looking at things, depending on what color glasses you wear on the inner eyes with which you look at life.

Some see the clouds and the rain and they frown. Others see the rainbow and they smile.

In politics — there are always those who view with alarm and those who point with pride.

Some men see their wives as tired housekeepers who have lost their glamour. Others see the settled glow of mature understanding and companionship.

Some guys look at their own thinning hair and thickening mid-sections and sigh for fading youth. Others congratulate themselves that their brains have grown enough to help them realize life begins at 40 or any other age one wants it to.

And then there are those two familiar turn - of - the - year portraits — old Father Time with the scythe and the little Baby New Year.

Does that big blade in the old boy's hand mean that more people will be cut down by accidents as Time strides along the road through the coming year?

Or does it mean that 1952 is another year in which all of us can slice away automobile accidents with courteous driving and personal injuries by following the practices outlined in our Safety Handbook?

Does that helpless little baby symbolize your weak feeling that "accidents will happen in 1952"? Or —

Does he represent your chance to start another new year with a bright outlook and to keep your record clean and bare of accidents?

